

# Electrical Merchandising

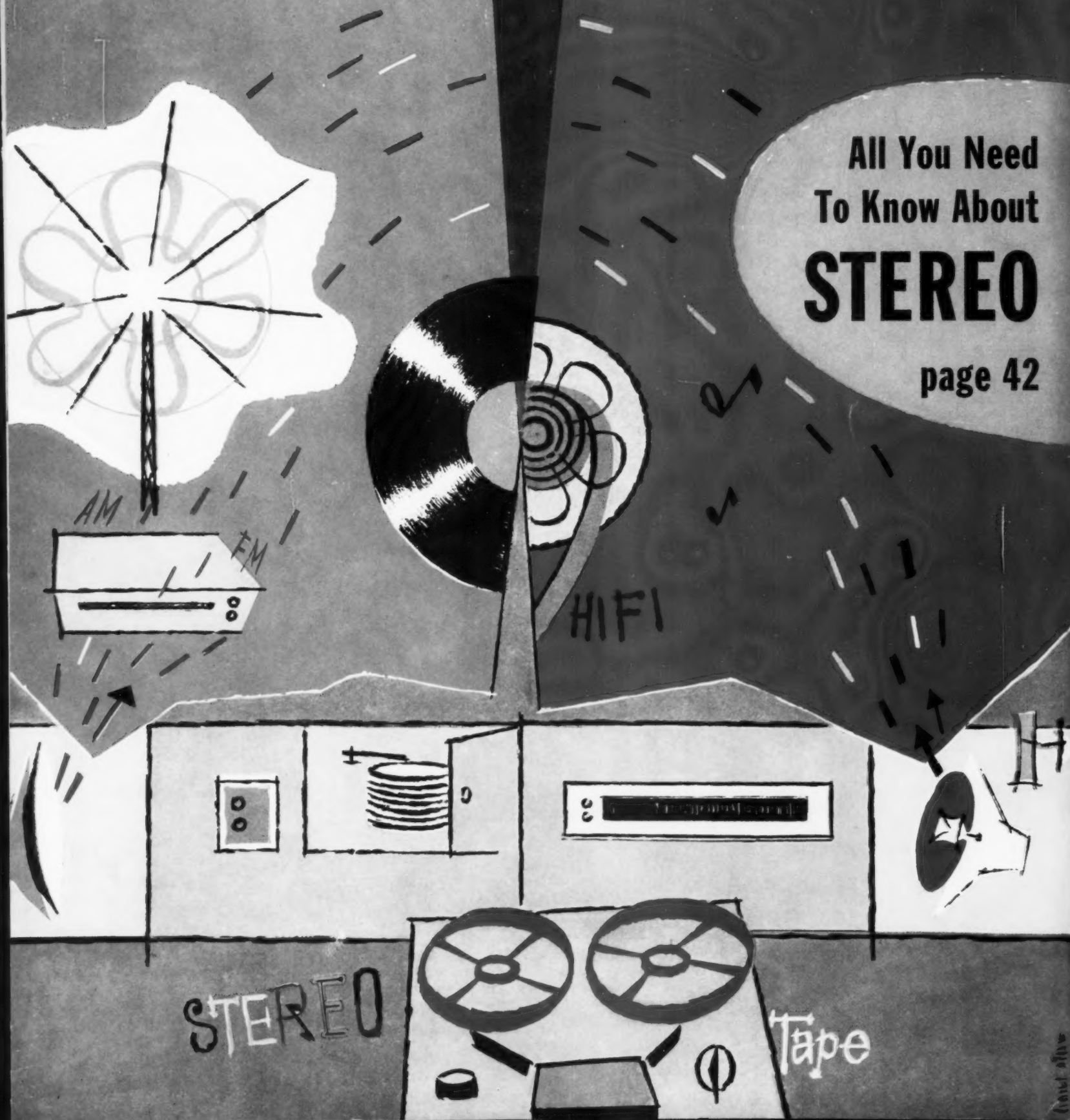
A MCGRAW-HILL PUBLICATION • ONE DOLLAR

In this issue: **SPECIAL REPORT  
RADIO AND HI-FI**

**AUGUST • 1958**

All You Need  
To Know About  
**STEREO**

page 42



no competition can  
 "ME-TOO"  
 this low priced  
**SPEED QUEEN DRYER**  
 with rust-proof, chip-proof, heat-proof, moisture-proof  
 Stainless Steel Drum!



Matches Models A24 and A25 Automatic Washers

108F ELECTRIC  
 134F GAS

Most dryers have the same, mine-run features.

Except *one*.

Speed Queen!

Here's a new, low-priced dryer with an ultra-quality feature that even the highest-priced competitive models can't match!

A Stainless Steel Drum!

The consumer appeal of a stainless steel dryer drum is so great that it's no problem for any good salesman to maintain a 100% batting average on closing sales.

Especially when every prospect has the choice of a *deluxe* model or a *thrif*t model . . . with the *same* lifetime stainless steel drum.

*The Saturday Evening Post, Good Housekeeping, Better Homes & Gardens\*, True Story and Farm Journal are carrying smashing full-page ads this fall featuring the Speed Queen Dryer with stainless steel drum.*

If you're shooting for an increase in dryer sales this fall, we would highly recommend that you grab the phone, call Western Union, or drop us a line.

\* 1/2 page



*famed for dependability*



**SPEED QUEEN**  
 a division of McGraw-Edison Co.  
 Ripon, Wisconsin



# SPOTLIGHT...a quick look at what's going on

AUGUST 1, 1958

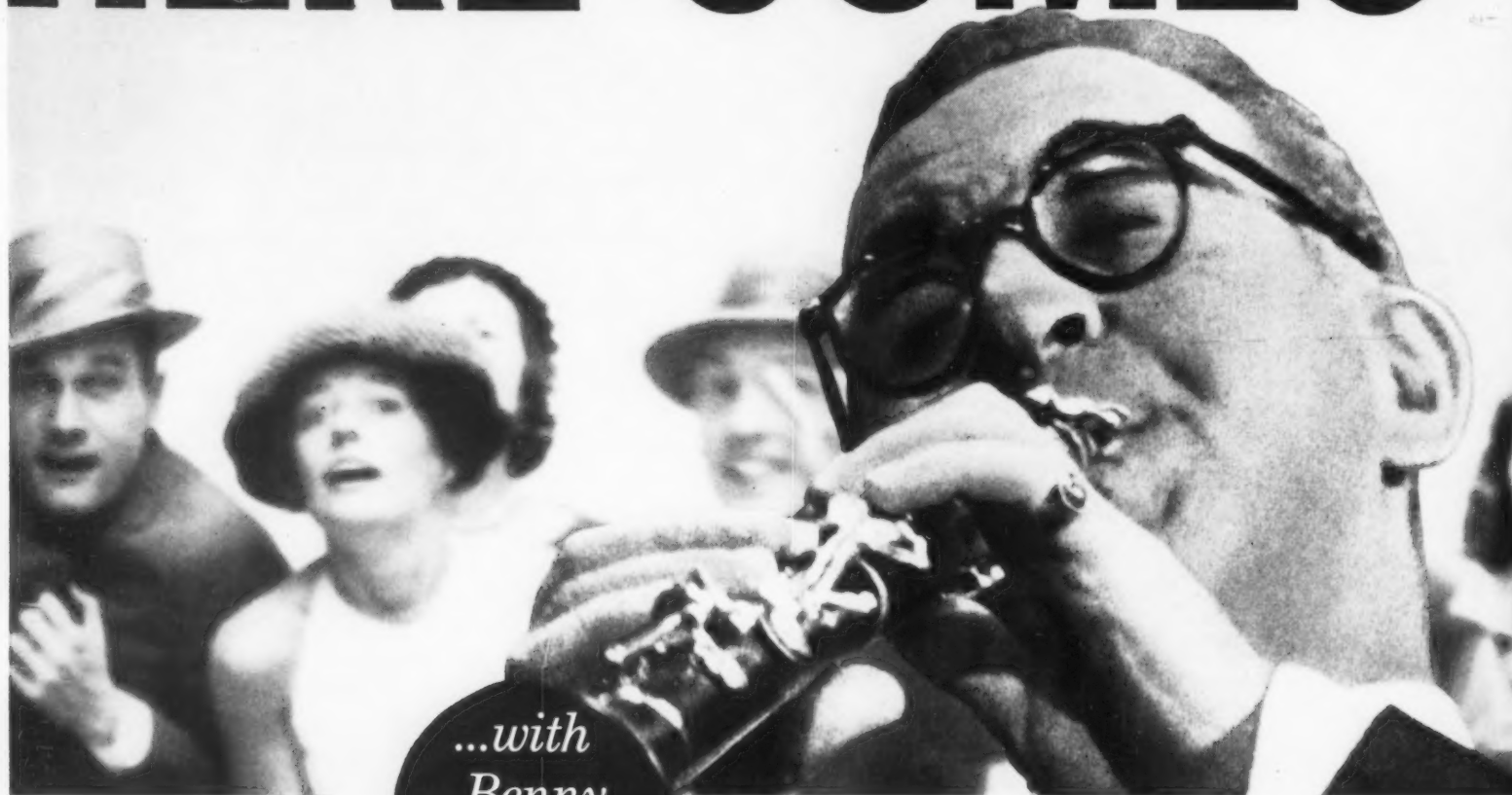
You can't miss the pronounced air of optimism which pervades the appliance-radio-TV industry as manufacturers, distributors and dealers lay their plans for the traditionally big fall selling season. To be sure, just a bit of this optimism is of the "things can't get any worse" type. But a much bigger share of it seems to be more authentic. All of the accepted statistical indicators point to an upturn---and more important, to an upturn which seems to have already begun (pages 9, 21, 22 and 24). . . Or, if you're the least bit suspicious of cold, impersonal statistics, turn to the personal reports by our editors (page 15). Howard Emerson reports from the Far West that "many" dealers will close the year with volume at or near 1957 levels and that 1958 will be a "record volume year" for a number of dealers---so many in fact that it "can be believed only by one who visits them and sees their books, and they are many." In Chicago Ken Warner reports midwestern dealers are "rubbing their hands in anticipation of a good fall." In the South Bill McGuire has decided that "there are only optimists, no pessimists" . . . In the East last month, associate editor Jim Cassidy talked to four big independent dealers in the mid-Atlantic market, found all of them optimistic and three of them laying plans for opening additional stores. . .

Nor were dealers the only ones wearing broad smiles. At the Atlantic City Housewares Show there was general satisfaction over the activity being shown there. . . And a number of major appliance manufacturers announced plans to step up their production schedules. Amana has gone to a nine hour day during the week and added a half-day shift on Saturdays to meet a 48 percent increase in orders for air conditioners and a 10 percent rise in freezer orders, both compared with 1957 levels. . . RCA Whirlpool in July doubled production of its no-frost refrigerator-freezer and revealed that in June sales to dealers were 22.4 percent ahead of May. This represented a gain of 30.1 percent

over June of 1957. The most active products: refrigerators and ranges followed by air conditioning and laundry. . . Zenith, meantime, revealed that orders for delivery of its new lines through August were substantially ahead of the comparable period in 1957. Dollar volume was running 10 percent ahead of 1957. . . Executives of the consumer credit industry attending a six-day seminar at Arden House in New York agreed that general business conditions would improve during the second half, although many did not look for the improvement until the fourth quarter. The credit men paid particular attention to the payment record of consumers during this year's recession. Ten of the group of 56 said that payments (measured in terms of delinquencies) were as good or better than they had been in the first half of 1957; most of the group felt that delinquencies, while up slightly, were not significantly higher. . .

Those attending last month's Housewares Show and Music Show (in Chicago) came away with considerably more than simply an indication of how business would be this fall, although the optimism prevalent at both shows was encouraging. At the Music Show everyone was looking for more answers about stereo. (For the best set of answers yet available see the story beginning on page 42 of this issue). . . In Atlantic City, a whole array of new products (pages 86 and 95 made news. But making news, too, were the answers being offered to questions about changes in distribution and pricing. Dormeyer executives expressed considerable satisfaction with their exclusive franchising and reported that distributors were showing steadily increasing enthusiasm. Company officials pointed to results in one test area where, after a two month trial, sales were running 30 percent ahead. . . For those concerned with what would happen to an industry now selling without the protection of Fair Trade Westinghouse offered an answer based on its experience almost three years ago: after the initial flurry of price cutting business settled down to a "profitable normalcy."

# HERE COMES



*...with  
Benny  
Goodman  
leading*

*them  
right to your  
store!*

## ANNOUNCING! A SPECTACULAR TRAFFIC-BUILDING

**This is  
Blockbuster #1**

*...with more  
to follow!*

*Coming:  
Desi-Lucy promotion!*

*Coming:  
Shirley Temple  
promotion!*



Open your doors and let them in! You're about to draw your biggest crowds ever with an all-new 12" LP Album by the King of Swing, Benny Goodman. Recorded on-the-spot at the Brussels World's Fair. And this \$5.00 value album is exclusive with Westinghouse Dealers for only \$1.29.

Goodman plays all these old favorites: Bugle Call Rag, One O'Clock Jump, You're Driving Me Crazy, Sing Sing Sing, Poor Butterfly, Avalon, King Porter Stomp, Mean to Me. Then there's a new hit, Balkan Mixed Grill.

It's a natural for demonstration. Play this album on any Westinghouse Stereo-Fidelity in your store. Let your customers hear every note as they've never heard Goodman before.

Call your Westinghouse Distributor. Order your supply of albums today. It's a collectors' item that collects the crowds!



# THE CROWD!



## RECORD PROMOTION FOR WESTINGHOUSE DEALERS!

### *Swinging Sales your way with Studio One!*

On August 25 and September 1 this award-winning dramatic show will announce this special promotion coast-to-coast.

### *Swinging Sales your way with Sunday Supps!*

Over 50 key newspapers in top markets plus leading ROP newspapers will tell your customers about the special offer now available at your store.

### *Swinging Sales your way with TV Spectacular!*

On September 8 a 1-hour TV Spectacular will spread the news about this great Goodman album all over America.

### *Swinging Sales your way with Display Material!*

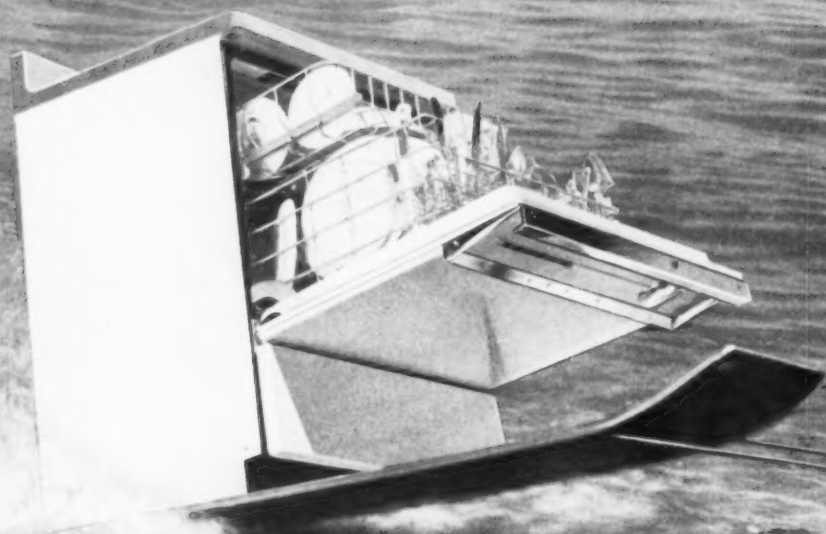
Streamers, Banners, Counter Cards and Displays, plus other supporting material available from your Westinghouse Distributor FREE with your album order.

**YOU CAN BE SURE...IF IT'S** **Westinghouse**

WESTINGHOUSE ELECTRIC CORPORATION • TELEVISION-RADIO DIVISION METUCHEN, NEW JERSEY

SETTING THE PACE

...in fast company



Getting the jump on competition... then staying out front takes *real power* in this rough and ready appliance business. WASTE KING is there because there's *real selling power* in the 7 major dishwasher improvements incorporated in the all-new WASTE KING super dishwasher-dryer. Dealers coast-to-coast are finding the big swing is to WASTE KING. Everywhere — sales are up. So get with the pace setter! Get with WASTE KING... America's fastest growing appliance manufacturer. See your WASTE KING DISTRIBUTOR now... or write for full facts today to:

WASTE KING  
CORPORATION



3300 East 50th Street  
Los Angeles 58, California

DISHWASHERS • DISPOSERS  
BUILT-IN RANGES • INCINERATORS

Advanced knowledge, pace-setting techniques go into every WASTE KING appliance.

You *know*: if it's WASTE KING it's right!

Exact quality control, maximum-standard manufacturing methods go into every WASTE KING appliance.

You *know*: if it's WASTE KING, it *stays* right!

Strong advertising and sales promotion on a week-in, week-out basis coast to coast back WASTE KING appliances.

You *know*: if it's WASTE KING, it *sells* right!



# Electrical Merchandising

AUGUST 1958

A McGRAW-HILL PUBLICATION

## IN THIS MONTH'S ISSUE.....FOR BETTER MERCHANDISING

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We mean it. Here, literally, is "all you need to know" about the fascinating, glamorous, but sometimes confusing world of stereophonic sound. No new product ever held more promise — or raised more questions — than stereo. You'll find answers to all of them in this Special Report. Here, too, you'll find up to the minute information on all the other products that make up the wonderful world of sound.

Even if you personally attended last month's Housewares Show, you'll still find Ann Noone's summary of the new products shown there well worth reading. And if you missed the show, you'll find that reading along with her experienced, market-wise coverage is the only substitute for having been there in person. Remember, too, that complete, up to the minute New Products coverage like this is a monthly feature in **ELECTRICAL MERCHANDISING**.

Remember ten years ago when television became a commercial reality almost overnight? Lots of things have happened since then and it's just possible that you don't realize the "revolution" that has taken place in the design, manufacture and merchandising of TV today. That revolution is the focal point for next month's Special Report on Television. Don't miss the new perspective it gives on selling TV.

**Space Saver**  
for extra  
traffic  
appliance  
**PROFITS!**

**WEST BEND**  
automatic  
**Cook'n Serve**  
appliances

**WEST BEND**

**EYE-CATCHING, COMPACT**  
DISPLAY — 24" x 18" x 21"  
Dramatic merchandiser in red,  
gold and black wrought iron  
motif. Displays West Bend's  
Control-Plug Appliances beau-  
tifully — takes minimum of  
counter space.



## completely immersible **Cook'n Serve appliances**

One  
automatic  
control  
serves all

West Bend's new Cook 'n Serve appliances and an eye catching, compact display . . . together they're a dynamic selling package. You'll have the advantage of beautiful promotional literature, compelling newspaper mats, full color recipe-display books, an ad schedule capped with a full color page in *May Ladies' Home Journal* and top profit margins, always!

**HEAT CONTROL**  
\$5<sup>95</sup>

**11" AUTOMATIC SKILLET**  
\$16<sup>95</sup>\*

**21" x 12 1/2" AUTOMATIC GRIDDLE 'N SERVER**  
\$21<sup>95</sup>\*

**AUTOMATIC 3 QT. SAUCE PAN**  
\$12<sup>95</sup>\*

**make this test...**  
Easy demonstration! Only West Bend's Griddle offers space enough for 10 full-size slices of bread for sandwiches and French toast. Over 200 sq. inches.

\*HEAT CONTROL NOT INCLUDED

DEPT. 188

**WEST BEND ALUMINUM CO., West Bend, Wisconsin**

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## Electrical Merchandising

AUGUST, 1958

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AUGUST, 1958—ELECTRICAL MERCHANDISING



What makes HOOVER the biggest name in floor care?

# Experience

(50 years of it!)

1908



1923



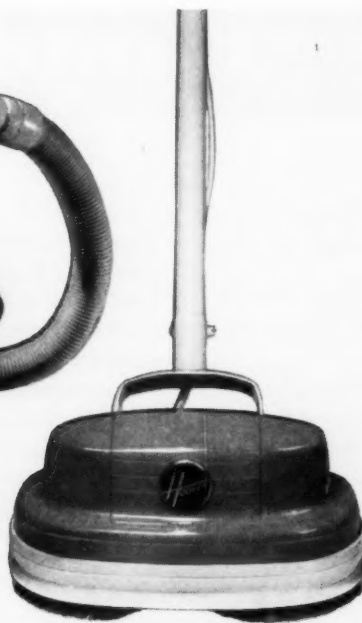
1936



1958



**Hoover Constellation**  
the cleaner that  
walks on air



**Hoover Polisher**  
with Do-All Brushes  
and Magic Handle



**Hoover Convertible**  
the cleaner with the  
automatic shift

The appliances women are sold on before they come into your store

# Hoover®

FIRST FOR FIFTY YEARS

Year after year, Hoover floor care equipment continues to lead the industry in dependability and performance. The "know-how" it takes to maintain this product superiority calls for experience . . . and Hoover has half a century of that! That's why women are presold on Hoover's reliability—why year after year, more women prefer Hoover over any other brand. So why not give the lady what she wants? A Hoover. (You'll come out ahead, too.) The Hoover Company, North Canton, Ohio.





"...maximum  
visual appeal  
for the  
maximum  
market."

*Ray Sandin*

Ray Sandin  
American Society of Industrial Designers  
Manager of Visual Design  
Hotpoint Co.

## Hotpoint trends

One of the most important trends influencing appliance buying today is the public's increasing appreciation and demand for good product design.

Today, women first want to be convinced that an appliance is visually suitable for their homes. Then they buy its features and its construction.

Therefore, it is our job to supply Hotpoint Dealers with products that have maximum visual appeal for the maximum market. This means design that is clean-lined and simple — design that reflects current public taste in furniture and interior decoration.

In this important selling area, Hotpoint Dealers can

be confident that they have a definite advantage over competition. Evidence of this design superiority is the selection of Hotpoint products for exhibit at the 1958 World's Fair in Brussels and the 1957 Triennale Exhibit in Milan, Italy, as examples of the best in American appliance design.

To customers, the visual appeal of a Hotpoint product adds clean, modern beauty to their homes — and it is immediate reassurance of its superior quality in engineering, workmanship, and materials.

And, to Hotpoint Dealers, this visual appeal adds powerful support to their selling efforts.

**Hotpoint Dealers' profit opportunities are greater than ever before...**

**If you're not a Hotpoint Dealer—you should be!**

# Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)



HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS  
ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS  
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION



# QUICK-CHECK OF BUSINESS

# trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1947-1949=100)	119	140	146	<b>17.4% down</b>
<b>RETAIL SALES</b> total (\$ billions)	16.6	16.5	16.6	<b>.6% down</b>
<b>DEPARTMENT STORE SALES</b> index (1947-1949=100)	134	133	138	<b>3.0% down</b>
<b>CONSUMER DEBT</b> owed to appliance-radio-TV dealers (\$ million)	353	354	355	<b>.3% more</b>
<b>FAILURES</b> of appliance-radio-TV dealers	39	27	29	<b>6.2% more</b>
<b>HOUSING STARTS</b> (thousands)	115.0	105.0	99.9	<b>3.0% up</b>
<b>AUTO OUTPUT</b> (thousands)	337.4	349.5	500.3	<b>33.5% down</b>
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	304.9*	306.8*	300.0*	<b>1.6% up</b>
<b>LIVING COSTS</b> index (1947-1949=100)	123.6	123.5	119.6	<b>3.4% up</b>
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	18.7*	19.6*	20.3*	<b>7.9% down</b>
<b>UNEMPLOYMENT</b> (thousands)	5,437	4,904	3,337	<b>68.6% up</b>

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (\*New Series)

There's no doubt about it—it does cost you more to do business today than it did a year ago.

There's increasing evidence of this. In particular, the most recent NARDA Cost of Doing Business survey showed that operating costs of appliance dealers in 1957 rose to an all-time high of 32.3 percent, up 1.2 percent from 1956 (For details see ELECTRICAL MERCHANDISING, July, page 64.)

Now, from a somewhat different source, comes indication that costs are continuing to rise in 1958. The National Retail Merchants Assn. says that in the first quarter of the year total store costs rose to 37.8 percent (from 36.5). Of even greater significance is the fact that the sharpest rise was experienced by some of the "smaller" member stores. Thus, those stores in the "under \$1 million" category saw expenses jump 1.8 percentage points to a total of 39.8 percent. This group showed a net loss of 0.9 percent.

Still another appliance is becoming eligible for inclusion in package mortgages.

The latest addition is the room air conditioner. Not too long ago most FHA district offices refused to approve window units in the mortgage. Now, House & Home magazine reports that 67 of the 74 offices will OK such an inclusion

subject to installation and appropriate architectural design. As a matter of fact, some of the 67 offices will even accept a free-standing room unit for mortgage coverage; the remainder insist that it be permanently installed in the wall.

If you follow the figures in the Quick-Check table on this page from month to month you should make special note of the fact that two of these indexes have been revised. They are the figures relating to consumer savings and disposable personal income. All the figures in this month's chart are "revised"; don't try to compare them with statistics printed in previous issues.

If you've always assumed that Saturday is the busiest day in the week you may be surprised by figures just released by the National Retail Merchants Assn. In 1957, Monday and Thursday nights produced volume in excess of Saturday levels.

These are among the figures included in the 1958 edition of "Departmental Merchandising and Operating Results" issued by NRMA's controller's congress. While NRMA members are obviously larger operations than the average (Continued on page 10)



Dud Metteauer of Davies Appliances, left, demonstrates TV to a customer brought in by the Yellow Pages.

## "We have a sure way of knowing our Yellow Pages advertising gets attention"

says **DUD METTEAUER**  
**DAVIES APPLIANCES & TV, Redwood City, Calif.**

"Only our Yellow Pages advertising mentions the offer of trading stamps. So when folks call or drop in to look at a refrigerator, washing machine or TV, and ask about stamps—we know they found us through the classified."

Your advertising in the Yellow Pages has long life. It's backed by year-round promotion. Have you reviewed your present Yellow Pages program with the Directory representative lately? Call your local telephone office now.

**DAVIES APPLIANCES & TELEVISION**  
Authorized Dealer for  
**ZENITH**  
We Repair & Install All Makes & Models  
ALL WORK GUARANTEED  
Pick-Up & Delivery — S & H Green Stamps  
Quick Efficient & Dependable Service  
Factory Trained Technicians  
1502 El Camino R1(RC)-----EMrsn 6-5728

DAVIES SELLS a complete line of appliances with display ads (shown reduced) under Refrigerators, Washing Machines and Television & Radio Dealers. They also have listings under Radio & TV Dealers and the Zenith Radio & Television trade-mark.

## trends CONTINUED

appliance store, some of the operating results can be useful to merchants of every type and size. As an example, this year's report shows that Monday, December 23, produced 6.5 percent of Christmas volume with Saturday, December 14 in second-place with 6.2 percent. Sales on the two days before Christmas exceeded the Friday and Saturday of Thanksgiving week. The Friday after Thanksgiving was tied for sixth place in importance during the period with sales of 4.8 percent of the Christmas total.

The appliance business is taking on more and more of an international flavor. As evidence of this development consider the fact that production of refrigerators outside the United States may this year surpass the levels achieved by manufacturers in this country. Kelvinator executive vice-president Bernard Chapman predicts that output outside the U.S. may exceed three million units this year. Domestic production appears to be headed for about the three million unit level.

The biggest share of this foreign production is accounted for by West Germany's factories which last year turned out 700,000 units and this year may reach the one-million level, Chapman said. He ranks other foreign producers in this approximate order: Canada, France, Italy, United Kingdom, Australia, Brazil, Japan, Russia, Argentina, New Zealand, Mexico, South Africa and Spain. Also ranking in any such listing is Sweden, which for many years has been a leading producer of electric and gas-operated absorption-type refrigerators.

Kelvinator's interest in the development of world markets becomes obvious in the light of Chapman's estimate that more Kelvinator units may be sold outside the United States in 1958 than within the home market. *End*



# MINIATURE TIMER

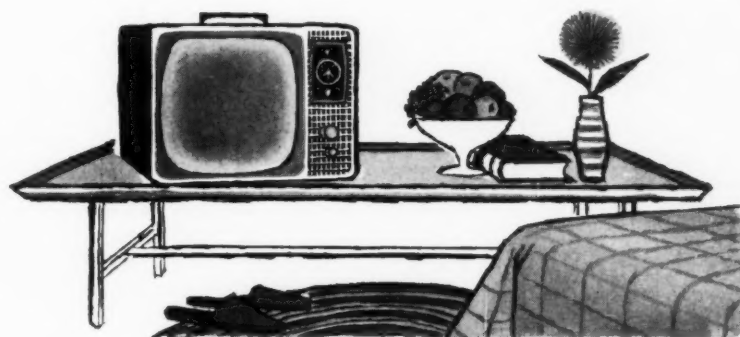
- For that small bedside clock-radio
- For that new portable bedroom clock-TV

Now . . . from Telechron Timers . . . the new Miniature Timer . . . designed to complete your line of clock-radios. Gives the wanted new, small dimension to clock-radios. It's now possible to have a complete line of clock-radios from the smallest to the largest. And with portable TV sets invading the bedroom, this timer offers the newest, smallest approach to set-it, forget-it living. In fact, our recent consumer survey shows that more new owners of portable television sets watch TV in the bedroom than any other room in the house. The new 2-hour sleep switch permits viewing nighttime movies, with no worries about turning off TV.

This fabulous Miniature Timer comes to you from Telechron Timers—traditionally, the leader in timing. Designed to move merchandise, Telechron Timers are *custom-styled* to complement your newest products; *expertly tooled* for *service-free* operation; and competitively priced to outvalue competition. Team with Telechron Timers for higher profits! Telechron Timers, Clock and Timer Department, General Electric Company, 418 Homer Avenue, Ashland, Mass.



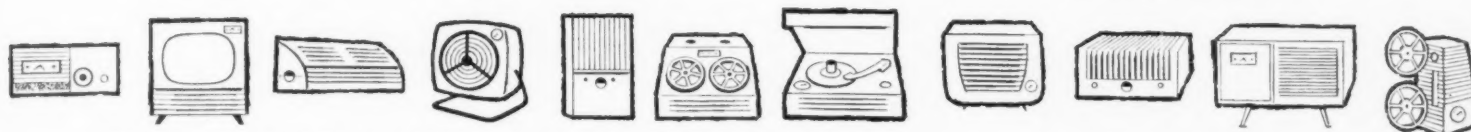
The Miniature Timer gives a new small-size dimension to clock-radios—allows more space on your night table.



Designed for use with bedroom TV—remembers to turn set off after you have fallen asleep. Can wake you in the morning if you desire.

## TELECHRON TIMERS

...especially designed for set-it, forget-it living



There is a Telechron Timer or Motor for every product that needs timing

# All a-b-o-a-r-d for the BIGGEST SNOWFLAKE

## U. S. Steel's Christmas Promotion to Help You Sell Major Appliances

If you were one of the many thousands of retailers who tied-in with Operation Snowflake, 1957—we don't need to tell you how successful it was. You know, from your own experience, that 1957 Snowflake was just about the biggest thing that ever hit the appliance business.

But we do have news about Operation Snowflake, 1958. It's going to be bigger, better and more successful than any previous Snowflake, and here's why!

### U. S. Steel gets Operation Snowflake off to a flying start with

**6 TV appliance commercials** on the popular *U. S. Steel Hour* on November 19, December 3 and December 17.

**A 1000-line ad** in over 500 newspapers in over 400 markets—to tell your thousands of customers that a major appliance will be a welcome Christmas gift!

**Eight top-rated radio shows**—*Breakfast Club*, *Bandstand*, *Galen Drake*, *Robert Q. Lewis*, *Amos 'n' Andy*, *Couple Next Door*, *Five Star Matinee*, and *Mitch Miller*—to carry the White Christmas story to an estimated 35,000,000 radio listeners during the pre-Christmas selling season.

**Daytime television** on CBS. For the very first time U. S. Steel is using daytime TV to tell the Operation Snowflake story.

**Plus an extensive trade paper advertising campaign** to carry the story of Operation Snowflake to all businessmen who can help you sell appliances, to remind them to tie-in with the biggest Snowflake yet.

### FREE TO RETAILERS

#### the new, better-than-ever Snowflake Promotion Kit

- Big, colorful wall poster, 20" x 42", featuring the Snowflake train shown here.
- 5 merchandise stickers, 5" x 10", featuring the train engine with space for your prices.
- Plan Book—showing how you can use Snowflake material in your own Snowflake promotion. Includes complete media list.
- Reproduction art sheet.
- One-column Snowflake mat.
- Other attractive display materials are available at nominal cost. A catalog sheet in your free kit describes them.

USS is a registered trademark



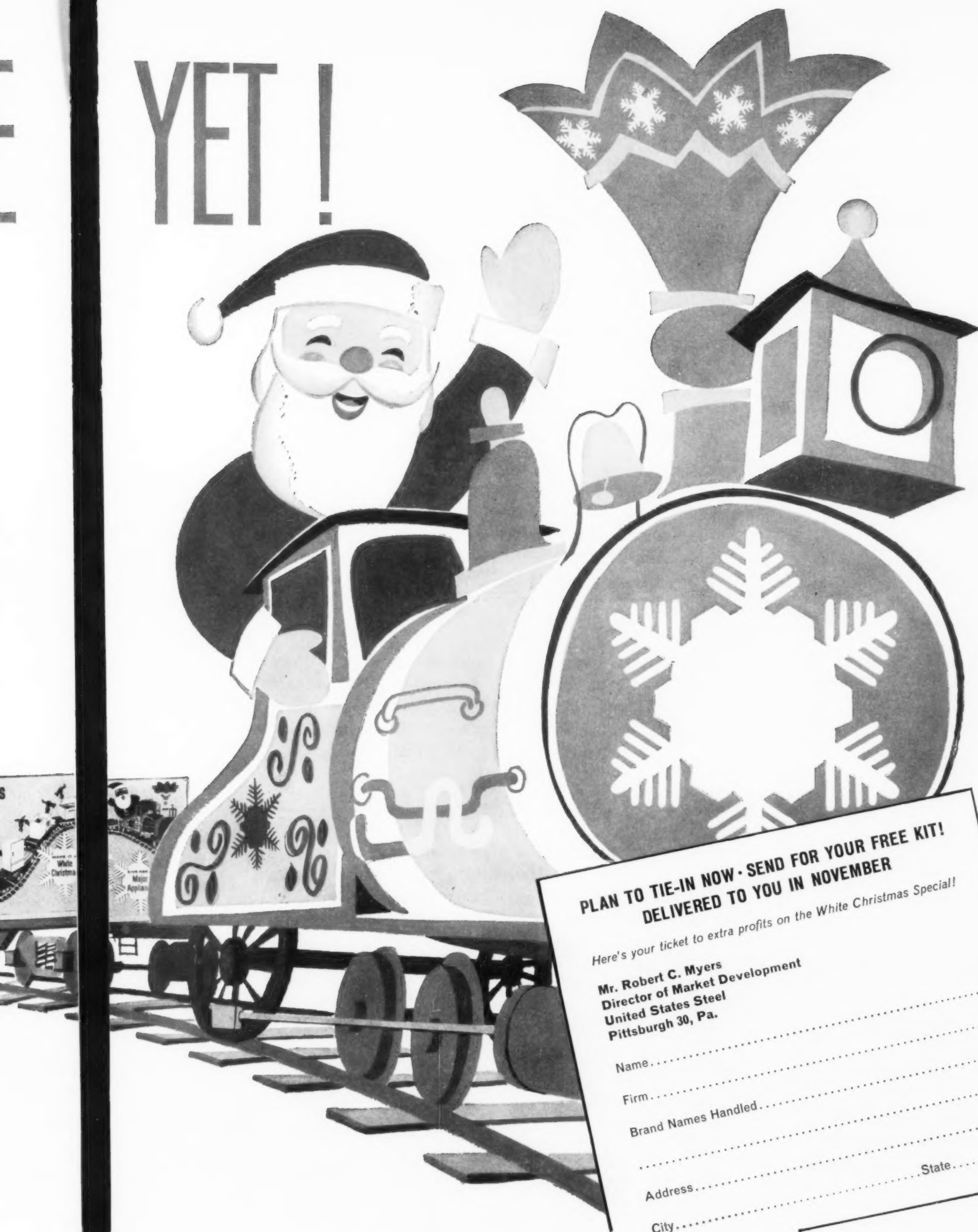
### HIGHLIGHTS FROM OPERATION SNOWFLAKE, 1957.

- 8,896,920 lines of tie-in newspaper advertising.
- 38,982 free retailer Snowflake kits were ordered.
- 16 major chains, with 10,875 stores, participated.
- 203 banks tied-in.
- 472 key utilities supported Snowflake, 1957.





# YET!



**PLAN TO TIE-IN NOW - SEND FOR YOUR FREE KIT!  
DELIVERED TO YOU IN NOVEMBER**

*Here's your ticket to extra profits on the White Christmas Special!*

**Mr. Robert C. Myers  
Director of Market Development  
United States Steel  
Pittsburgh 30, Pa.**

Name .....

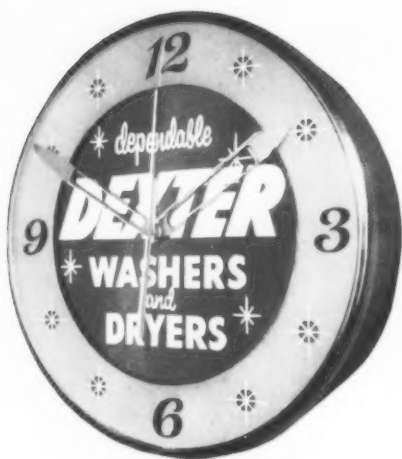
Firm .....

Brand Names Handled .....

Address .....

City .....

State .....



## AT A TIME WHEN —

*when* automatic washer sales are no longer gaining rapidly on conventional washer sales —

*when* many dealers are finding they can *keep* more net profit on a conventional washer sale than on an automatic sale — with far less service headaches —

*when* the utterly safe "Auto Safe" type of wringer has eliminated one of the earlier major reasons for preferring an automatic —

*when* much of the average family wash may soon consist of the wonderful new "drip-dry" cotton shirts, shorts, skirts, sheets, etc., for which an automatic offers no gain in convenience, because of the need to stand by and catch it in mid-cycle to avoid "spin-creases" that may not "hang out" of these fabrics —

*when* an automatic and a deluxe conventional washer (like the Dexter Quicktwin) have about the same *initial* cost BUT the total long-term cost of owning, replacing, servicing, and operating is only about 1/3 as much for the deluxe conventional as for the average automatic —

## AT SUCH A TIME — NOW —

You need a really *complete* line of prestige conventional washers to sell from — backed by a really *complete* program of dynamic "turnover tools" for conventional washers — such as is offered you only by

# DEXTER

**FAIRFIELD, IOWA**

**Fifteen profit-priced new  
Dexter conventional models  
(plus automatics and dryers)**





## REGION BY REGION

### THE EAST

By Ken Warner



Weather booms AC and fan sales . . . Retroactive government checks a bonanza in Washington . . . Hi-fi still strong, TV spotty

**"D**ON'T hold me up. Let me get back to the sales floor and make the most of this heat while I can".

"July will be way ahead of last year. June, of course, was way off."

Air conditioners and fans were what these dealers were talking about. The first was a downtown Manhattan discounter. The second was a big metropolitan New York-New Jersey chain executive. They just about summed up the air conditioner and fan picture in the east.

The pickup in ACs and fans was widespread. It applied for Washington, Alexandria, Annapolis and Baltimore; for Harrisburg, Lancaster, York, the Allentown-Reading area; for Philadelphia, Long Island, and New England cities, including Boston, Watertown, Waltham, and Quincy. Albany, Rochester, and Buffalo, normally slower air conditioner areas, did not seem likely to register a strong season.

Bonanza sales hit the Washington area starting in July. These stemmed from retroactive government checks which began arriving in workers' home about July 7. Reflecting a cost of living increase going back to January 1, checks were for \$100 and more and gave appliance-TV merchants a chance to promote.

Refrigerators and dehumidifiers shared the limelight with ACs and fans in the spending spree the checks touched off. Other areas, like Buffalo, New York and Long Island, in Philadelphia, and around Boston, reflected similar spotty strength in laundry equipment and refrigeration.

Television showed good and bad spots, while hi-fi continued to offer a bright hope in most areas of the east. In chains and independents in New York, New Jersey and Long Island, portable TV and a mixed assortment of table and console TV showed up well. An uptown Manhattan dealer found his TV business rousing. "But I can't explain why, unless it's just a pattern of good prices, good values." Philadelphia, Baltimore and Washington were spotty in TV, however, and Buffalo dealers were tearing their hair. That city was jolted when its only UHF station was slated to go off the air September 1. It left retailers and distributors in a frantic scuffle to rid themselves of UHF receivers and converters. In these very same areas, hi fi showed consistent strength.

On the whole, most dealers were content to pull even with last year. A New York chain running seven percent ahead was the exception. So was an uptown dealer, a Glenside, Pa. dealer and selected independents in Newark, in Bridgeport, in the Albany area, and in the Allentown-Reading-Harrisburg triangle. In Nassau county the lone appliance-TV dealer in a big shopping center closed his doors.

On the whole eastern front, it was still hard selling and promoting, and a stiff stab at every sale potential coming over the horizon.

### THE MIDWEST

By Ken Warner



Everybody's optimistic about what's ahead this fall . . . Cash sales still predominate . . . TV holds up "surprisingly well"

**D**ESPITE the lack of hot selling weather, particularly in the Chicago area, dealers in the Midwest are anticipating a good fall.

The clues are many: for one Illinoisan, his GECC delinquency reports are back

to normal. From his ordinary six to eight delinquencies he had been up to two-double spaced pages, and now he's back again, with audible sighs of relief, and with no repurchased contracts in his safe. For an Indiana dealer, the sight of two and three-year-old trade-in refrigerators is a welcome one. For months, he's been getting broken-down wrecks, but now "they're trading again."

Most midwesterners contacted report a high percentage of cash sales—in fact, some say they're writing hardly any contracts. These men are happy, though. For most of them, the cash business is holding the volume line, and when confidence comes back to their credit customers, as they feel it must, they expect a boomlet for a while.

By following up every lead, and hustling, and taking slightly smaller margins, dealers are able to hold volume close to 1957, and in some cases are ahead. In some markets it's rough. One Chicago dealer points to a console TV and says "I paid \$196 for that; it costs me \$5 to deliver it; and at \$219, I'm out of line." An Indiana dealer has some ¾ ton air conditioners he'd like to sell at \$159 (what they cost), but no takers.

A recent ad is worth quoting in this respect. It's a Marshall Field and Co. full page. The headline: "Our appliance prices are competitive." The copy says that Field's shops every day to keep competitive, and underlines their "one price to everyone" policy, and, "the confidence you have in buying at Marshall Field and Co." The rest of the page contains twelve photos of seven brand-name major appliances. There are no prices in the ad, but they're serious about shopping—the trade says they meet anybody, almost.

But, and it's a big one, they all expect things to shape up on prices this fall. "When they want 'em, things will be different," says Chicago dealers. The rest of the market is looking to the fall, too. For example, the Chicago Tribune is publishing a special "sight and sound" supplement early in October.

By products, there is again no pattern. TV has held up "surprisingly" well almost across the board; laundry appliances are holding their own or selling better most places; and refrigerators are showing up as well as usual in summertime.

Continued on page 16

# trends

## REGION BY REGION

### THE SOUTH EAST

By  
William McGuire



**You won't find many pessimists in this area . . . Air conditioning scores in Miami . . . Laundry moves well but refrigeration, TV lag**

**A**S mid-July rolled around, pessimists were about as plentiful in the Southeast as Republicans . . . and no more influential. In nearly all of the major cities, dealers forgot the first quarter's clouds and looked to the rainbow of a solid upswing that began in May and continued to gather momentum well into July.

By and large, air conditioning was coming through in fine style. In Miami, one of this product's two key market areas, a strong trend to reverse cycle units was generally recognized as the good blown by last winter's ill and icy wind. With air conditioners a big factor, dealers in the territory served by Florida Power & Light Co. ran off \$8,382,489 worth of domestic and commercial appliance sales in May, an all-time record for the month.

In its other top sales area, New Orleans, air conditioning went great guns through June. Then the artillery was silenced by 10 wet, cool days in early July. Immediate result: a fast toboggan ride (for one big dealer, a sheer 50 percent drop in air conditioner volume); and some suddenly colorful pricing (small units for under \$120.) Moral: the weatherman still calls the shots in the incredibly sensitive air conditioning market.

Generally, room cooler demand has solidified around the one-ton unit, with nearly all over-flow going to one and one-halves. Portables haven't taken the south by storm, largely because they're none too portable. For many, their value has been as ad leaders, the portability feature played down.

Laundry equipment showed to exceptionally good advantage in late June and

early July, with dealers in Charlotte, Richmond, Birmingham and New Orleans placing it at the head of the class. Business was best in the middle of the line, with the long trade still the route to the high end. Combinations continued to gain.

Refrigerators were somewhat sluggish (markedly off in Birmingham, Charlotte and Richmond), but showed signs of starting their traditional summer spurt in Charleston, Miami and New Orleans.

**Bringing up the rear in the Southeast were hi-fi and big-set television**, which surprised no one. Portable TV, however, hung in there and moved fairly well.

**New lines seemed to be clicking.** Birmingham's RCA distributor drew more dealers, and wrote more business, at this year's showings than last year's. Philco distributors report intense interest in the Predicta series.

**Utilities have been promoting with their customary zeal.** Nashville Electric Service, working with the local dealer association, no sooner wound up its unique two-week LBE Bargain Days promotion (grand prize: a month's living expenses for the winning family) than it launched an air conditioning drive designed to push room units, heat pumps and packaged cooling systems for the area's dealers. The Roanoke-based Appalachian Power Co. was prime mover in a rousing LBE activity which found 38 communities tying-in wholeheartedly, each on a town-wide basis, with uniform success.

### THE GREAT LAKES

**In Ohio sales are up . . . But "up from where" is the way dealers view it . . . Detroit business dips in July after upturn in June**

**"SURE**, sales are creeping up, but who's celebrating?" This remark from one rural Ohio dealer pegged the attitude for most retailers around the Great Lakes. Up from where is the big question.

"When you're right on the bottom, if you move at all its got to be up." This was the way another small town dealer put it. That describes sales figures for most of the area this month. Sales are improving, though still far below last year's sales for these dealers.

In Detroit, meantime, appliance sales nosed downward in early July after an encouraging May-June upturn.

**Buy Now campaigns, though effective in some areas, don't seem to be the answer for one Ohio community.** Appliance dealers at Zanesville got together last month to put on a cooperative "better appliance values" campaign.

"It was a flop, to be honest with you,"

reported one participant. "Maybe the nights weren't hot enough or the days weren't cool enough—whatever it was that went wrong, we know the campaign didn't bring in sales."

**Except for general agreement that early July business had fallen off somewhat there was little pattern to the reports emanating from Detroit.** While Crowley's reported a drop of 30 percent in the past month, one large Detroit department store reported improved sales. As a matter of fact, this big department store reported that July sales were well ahead of June. At G-E Supply the first two weeks of July were characterized as "not so hot" in comparison with an "outstandingly good" June when sales jumped 28 percent over May.

Independent dealers couldn't boast of such figures, however. Good Housekeeping Shop said June 15-July 15 major appliance sales were down 22 percent although TV and hi-fi were doing "very well". A spokesman at the suburban Kelly Appliance Co., however, called business "lousy" and saw no signs of an upturn before 1960. Finally, the Adams Appliance Center said sales were running at a rate one-third below a year earlier but the firm said business "is showing signs of picking up."

**Dealers aren't stocking heavily in the Ohio area in anticipation of a price increase.** "Dealers are people and people are still afraid," was one opinion. "We're operating pretty close to the belt here," said a Cincinnati dealer. On the other side, one Cleveland distributor said his dealers had started heavy inventory stocking, and were re-ordering as fast as their stock was moved out. If a price increase comes, one small town dealer remarked he's afraid he'll have to absorb some of the higher costs in order to sell at approximately the same retail level.

**Sales of majors varied all over the area, with no pattern holding for any one appliance.** Radio, phono and hi-fi sales were the only ones to remain good in every market area contacted.

Washers were down four percent in the Dayton area, but up one percent in Cleveland. Dryers, down last month, were up four percent in the Dayton district and up 19 percent in western Pennsylvania. Refrigerators slid down 37 percent in Ohio but climbed up 25 percent in Pennsylvania.

Radio, phono and hi-fi sales were up seven percent in the Cleveland area, 10 percent up in Dayton, and five percent in western Pennsylvania. Department store sales of majors as a whole in the Cleveland district slid down 11 percent from last month.

"We keep plugging away at advertising, though," said one distributor. He's putting on a campaign to prove to the public that appliance values were never so great as they are right now.

*Continued on page 20*



There's No Buy Like It In The Country . . .  
and so many Hotpoint Dealers thrive on country trade

**FARM JOURNAL**

**NO OTHER "12" STORES SO MUCH FOOD  
AS THIS NEW HOTPOINT 2-DOOR**

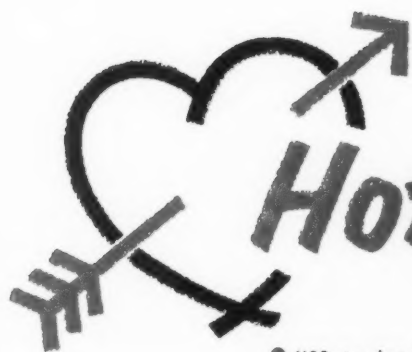
Compare its true capacity with any other major brand of comparable size

**Hotpoint**

LOOK FOR THAT HOTPOINT DIFFERENCE

**Hotpoint**

Hotpoint is a Division of General Electric Company, Chicago 44



## Hotpoint Loves F.J.

• "Hotpoint has a real story to tell and when it comes to telling my country trade, I'd vote for FARM JOURNAL every time."

(Dan Roth, Albany, Oregon)

• "Farm families are among my best customers and prospects for Hotpoint appliances. In my trading area, FARM JOURNAL takes Hotpoint advertising down the rural routes like a local newspaper."

(M. H. Slusher, Culpeper, Virginia)

• "People don't buy a refrigerator on impulse. They give it a lot of thought. And around here, nothing gets them thinking like a Hotpoint ad in FARM JOURNAL."

(Robt. W. Schetter, Mechanicsburg, Ohio)

FARM JOURNAL is America's largest selling farm magazine. It's bought and read by twice as many farm families as any other publication because it gives farm families everywhere what they want . . . need . . . and can't get anywhere else.

## FARM JOURNAL

One of the nation's truly great service magazines • Read by most of the best farm families

Graham Patterson, *Publisher*

Richard J. Babcock, *President*

# GECC HELPS YOU SELL



"Credit is one of our best selling tools," says Frank Perloff, President of Friendly Frost Stores, L. I., one of the largest appliance outlets in the country. "The experts say people are reluctant to borrow money to buy an appliance, yet they don't hesitate to ask a dealer to arrange monthly payments. This makes sense. With GECC, my customers are made to feel they are doing business directly with us."

"My customers keep coming back month after month, automatically, with GECC's Store Payment Plan. This creates a whole lot more store traffic, whets my customers' appetites for new appliances and, because of all the repeat business it brings in, actually reduces my cost per sale. It's a lot easier to sell people who already have confidence in my store, my merchandise and my time payment plans."

"I've boosted sales as much as 26% with GECC's Progressive Add-On Plan! When my customers have paid their first six installments on time, GECC gives them the opportunity to buy more merchandise with no down payment and little, if any, increase in their monthly payments. Often when they've satisfactorily completed six or more payments on the 'progressed' account, GECC's plan enables them to repeat the cycle over again."



# GENERAL ELECTRIC CREDIT CORPORATION

*Serving General Electric and Hotpoint retailers*



"To make selling easier, GECC has a lot of special customer benefits, too. For instance, a customer doesn't need any down payment with a trade-in. And his entire contract is canceled if the appliance should be destroyed by fire, flood or most other disasters. Also, if my customer becomes unemployed because of sickness or layoff, GECC safeguards his purchase with special arrangements for postponement of monthly payments!"

"A good way to sell customers de luxe models is with GECC's Sell-Up Program. When a customer is looking at the low end of the line, we ask him how much he can conveniently pay each month. Then we show him how he can get the de luxe model, with all its added features, for the same monthly amount simply by extending the payment period. GECC's handy Even-Monthly Payment Chart makes it easy!"

"I get 'hot prospects' in the mail with GECC's Keep-Your-Customer Plan! When a customer completes his payments, GECC sends him a thank-you note, and a courtesy card that entitles him to preferred attention at our store. Then I get a card that lets me know this customer is a 'hot prospect' and ready for a follow-up call. As specialists in appliance financing for more than 25 years, we must agree—GECC really helps us sell!"

# trends

## REGION BY REGION

### THE SOUTH WEST

The market is "stronger" now ... And dealers are more optimistic ... July slows down after gain in June ... Weather helps and hurts

**I**T's the feeling among dealers in the southwest that business is on the upturn. Actually, business is about the same volume-wise, but the attitude of the businessman seems to be changing for the optimistic side.

As far as volume and profits are concerned, the dealers might be down in one category, but will be up in another.

If you are careful you can make a profit, says one dealer. The situation is definitely much stronger than a few months ago.

There seem to be more prospects now than at any time in recent months. Predictions among dealers is that fourth quarter sales will equal sales in 1957.

**Dealers reported a light increase in June over May but many reported business in the first week of July as slow.**

The weather received both praise and blame. On one hand dealers reported an increase in the sale of freezers. Many reported the reason was the bumper crops which came as a result of ample rain. On the other hand, air conditioning sales have been off because of the unseasonal cool weather. Dealers reported volume off and profits down. However, many still reported sales as good and expect air conditioning sales to produce the push for a modest increase in the third quarter.

**Economy-wise a strong upswing in construction has given the Southwest a lift.** In Texas, Dallas County home building is headed toward what could be its second largest sales year. In Houston, apartment buildings led the parade.

Both Texas and Oklahoma reported a drop in unemployment. In Oklahoma, the number of jobless hit the lowest total of the year on July 1.

**White goods movement has been fair to good in some cases—with dealers listing refrigerators and freezers as moving best.**

**Television customers were few and far between.** Most dealers report business

from slow to poor with portables seemingly the only item moving much at all.

On the Gulf Coast, dealers participating with Houston Lighting & Power Company in a spring electric range campaign reported that the campaign brought an all-time record sales total—1,941 new electric ranges sold during the 61-day push.

### THE FAR WEST



By Howard Emerson

**Business is good ... Some dealers expect a record year ... Sales are slow in the 49th state ... Freezers stage a comeback**

**B**USINESS in the Pacific Northwest has shown a very favorable upturn for most appliance-TV dealers during late June and early July. One of the "big three" manufacturers of appliances had the largest volume month in June since April 1957. Refrigeration is taking the lead in the upswing, with laundry holding on but not booming. However, washers and dryers began to move better in early July than they had in June.

TV business has few dealers enthused, but sales are much better than many dealers will believe until they check their sales records of 1957. Hi-fi, says one dealer here, is in a "state of indecision", slowed down by the season and upset by stereo prospects.

**The upswing in sales has been more noticeable in the coastal cities, such as Seattle and Portland, than in the area east of the Cascades.** Spokane and the Inland Empire cities are slower to come back, but one has to consider that these cities felt the "recession" much later.

**This column is being written in Seattle this month. Here, at the traditional jumping off place for the new 49th state, one would like to report that appliances, television and hi-fi are flowing up to Alaska like a spring run of spawning salmon.** That has been true at times, but at the moment the appliance-TV business in Alaska is off from the level of recent years. The cause, say Seattle distributors, is the shutting down of a couple of pulp mills and the poorest fishing year in recent history.

**From several dealers here in the Northwest comes indication that freezers are on their way up again.** Their report parallels that of the San Francisco dealer

whose success with freezers is prompting him back into the food plan. He feels "the Korean War scared people into the original food plan and this recent recession scare has started them thinking again."

**Most dealers elsewhere in the Far West report an upswing in business beginning in late June following a short slump during the middle of the month.** Exceptions are still found in areas with local employment problems from lay-offs in mining, mine-processing, and aircraft. Evidence that many dealers will finish 1958 with volume at or close to 1957 level is increasing—and the number of dealers to whom 1958 will be a record volume year can be believed only by one who visits them and sees their books.

**The outlook for the second half of 1958 is reported optimistically, even by dealers quite unhappy with the first half of the year.** One astute San Francisco dealer, who had his share of problems last winter, states: "We can't go anywhere but up, and we are going up now. The picture is bright—people have put off buying a lot of appliances and television during the last 12 months, stuff that they really needed. They are getting over their scare pretty well."

Optimism is being expressed here in the Far West by people other than the individual dealers. A spokesman for the Sacramento Valley Electrical League, says: "Optimism is justified. In our own small way we have checked with a number of dealers locally to find out how business was and is. A surprising number admit sales are on the increase. They honestly feel that the recession has not only weakened but that overall business, particularly the appliance business is on the increase even if it is only gradual."

**The kitchen business continues to hold promise for appliance dealers and kitchen specialists,** says one of the oldest San Francisco appliance kitchen dealers. "The continued price of new homes is discouraging many young couples who have planned for a long time to buy a new home—and as they get more discouraged with the prices, they start thinking that they have been wasting too much time waiting for modern kitchen conveniences. In our selling, we can show them that the difference in taxes alone between a new house and their present one will pay for modernizing a kitchen in five years."

Significant to all kitchen dealers and appliance dealers with an interest in built-ins, is the recent report that 41 percent of the dollar value of building permits in the Far West so far this year is for custom-built homes, 34 percent for tract homes, and 25 percent for multi-family homes. This is a sharp reversal of the 1946-57 ratio when the majority of homes were built in tracts by "decorative" builders who made the most of their entry to distributors and manufacturers for appliances as well as FHA financing.

*Continued on page 21*



## trends REGION BY REGION

CONTINUED

To back up this column's frequent and insistent claims that remodeling, not new homes, is the dealer's most lucrative market for either appliances or kitchen remodeling, comes these recent figures: the Bank of America, biggest in northern California, reports that home improvement loans are up five percent so far in '58 from the '57 level; the Security First National Bank, biggest in southern California reports that home improvement loans in that area are up five percent over 1957 (which was 78 percent ahead of 1956).

## manufacturer shipment statistics

Estimated Industry Shipments of Major Electrical Appliances, Radio and Television

		1958 (Units)	1957 (Units)	% Change
DISHWASHERS	May	30,600	24,800	+23.39
	5 Mos.	149,800	157,800	-5.07
DRYERS, Clothes, Electric*	May	28,515	21,474	+32.79
	5 Mos.	236,863	295,301	-19.79
Gas*	May	13,383	11,372	+17.68
	5 Mos.	95,509	128,948	-25.93
FOOD WASTE DISPOSERS	May	46,400	35,900	+29.25
	5 Mos.	221,400	211,500	+4.68
FREEZERS	May	87,900	82,300	+6.80
	5 Mos.	372,100	376,400	-1.14
RADIOS, Home-Portable-Clock (production)	May	469,187	627,620	-25.24
	5 Mos.	2,957,830	3,680,333	-19.64
RADIOS, Automobile (production)	May	185,616	396,151	-53.15
	5 Mos.	1,229,086	2,418,618	-49.18
TELEVISION (production)	May	266,982	342,386	-22.02
	5 Mos.	1,790,840	2,178,361	-17.79
RANGES, Standard	May	53,000	63,200	-16.14
	5 Mos.	336,200	434,600	-22.64
Built-in	May	43,000	30,400	+41.45
	5 Mos.	191,000	177,800	+7.42
REFRIGERATORS	May	262,900	303,700	-13.43
	5 Mos.	1,168,700	1,498,700	-22.02
VACUUM CLEANERS	May	218,766	231,246	-5.40
	5 Mos.	1,248,597	1,403,244	-11.02
WASHERS, Automatic & Semi-Automatic*	May	191,779	190,738	+.55
	5 Mos.	970,328	1,102,042	-11.95
Wringer & Spinner*	May	71,220	71,692	-.66
	5 Mos.	318,434	366,464	-13.11
WASHER-DRYER COMBINATIONS*	May	7,780	9,512	-18.21
	5 Mos.	57,782	82,951	-30.34
WATER HEATERS, Storage	May	66,100	71,500	-7.55
	5 Mos.	322,900	322,200	+.21

\*Figures revised to include exports.  
Sources: NEMA, AHLMA, VCMA, EIA.

## New FLEX-VENT Kits have every feature you want!

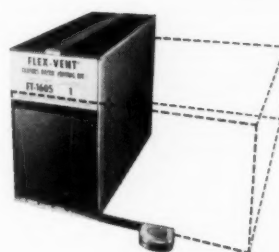
To find out what you wanted in home dryer venting equipment, we made a nationwide survey of your wishes. The result is a newly-designed line at substantially lower prices.

### NEW, IMPROVED DESIGN!



Made specifically for dryer venting, this new porcelain-white, fiber glass ducting is flexible, flameproof and washable with no exposed wires or metal bands that can rust, corrode or cause lint to collect.

A new weather-proof, heavy gauge aluminum vent hood that opens fully, will not freeze up or bend; has pre-drilled holes for easy installation; a spot-welded tailpiece; a round, polished inner flange; and positive lock, steel ring clamps.



### NEW, COMPACT CARTON!

A new much smaller carton that is easier to handle and stack, and gives you more room for stock.

### NEW, LOWER PRICES!



The complete Flex-Vent line which includes kits for every dryer model and every possible installation is now offered at new and substantially lower prices. So recommend Flex-Vent with every dryer you sell or install. Your in-warranty service calls will fall off sharply.

For complete information and new low prices, send for this Flex-Vent catalog. Write Dept. 88.

Flex-Vent® kits are approved by all leading dryer makers and each component is manufactured by

## Flexible Tubing

Corporation

Guilford, Connecticut

Anaheim, California

Hillside, Illinois

Associate Member of American Home Laundry Manufacturers' Association  
Associate Member of the Appliance Parts Jobbers' Association



# how's business?

Here's the answer for 26 key markets which embrace over 17% of the U. S. buying public. Based on flash reports from leading utilities, this chart provides you with the most authentic, up-to-the-minute index of retail sales yet available. It's another ELECTRICAL MERCHANDISING exclusive.

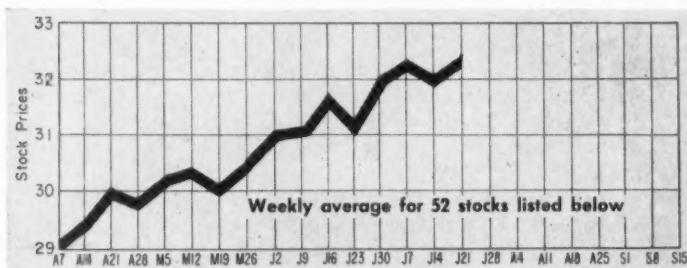
May figures: 00 Year to date figures: 00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57
<b>IN THE EAST</b>									
United Illuminating Co.	-21	+20	-22	+29	-6	-20	+10	-13	+11
	-22	+53	-18	+8	-11	-9	-3	-8	-12
N. Y. State Electric & Gas Corp.	-5	-18	+1	-31	-7	+6	*	-32	*
	-15	-13	-17	-18	-15	-20	*	-7	*
Jersey Central Power & Light Co.	-23	+11	-36	-36	-14	-11	-3	-29	+4
	-13	+50	-30	-13	-5	+1	+15	-18	+12
New Jersey Power & Light Co.	-14	-18	+17	+27	-12	+12	-15	-1	*
	-13	+3	-3	+35	-5	-6	+1	-8	*
Philadelphia Electrical Assn.	-31	-34	-51	-22	-11	-31	-34	+9	-15
	-22	-13	-23	-21	-14	-17	-29	+18	-12
Pennsylvania Electric Co.	-23	+8	-58	-12	-17	-6	+8	-28	-17
	-25	-16	-36	-19	-23	-19	-9	-12	-19
West Penn Power Co.	-12	+35	-10	-6	-9	+20	+14	+31	+20
	-21	+1	-20	-14	-13	-9	-14	+19	-16
<b>IN THE MIDWEST</b>									
Dayton Power & Light Co.	-37	+39	-14	-25	-9	+5	-46	-29	-12
	-25	+24	-16	-3	-11	-7	-46	-20	-20
Commonwealth Edison Co.	*	+23	+7	-15	*	-29	+12	-20	*
	*	+4	-9	-3	*	-14	-12	-37	*
Kansas Gas & Electric Co.	-12	-5	-17	+20	-28	-36	-2	+128	-32
	-21	+4	-13	+16	-26	-20	+12	+47	-19
Nebraska-Iowa Electrical Council	-20	+45	+5	+40	-13	-8	-17	+13	-20
	-24	+8	-2	+37	-13	-6	-37	-10	-19
<b>IN THE SOUTH</b>									
Kentucky Utilities Co.	-5	+6	-9	+37	-1	-2	-4	+2	-21
	-12	+1	-7	+11	-4	-10	-6	-15	-11
Chattanooga Electric Power Bd.	-39	-2	-25	+55	-24	-18	-71	+65	-19
	-39	+29	-23	+19	-18	-3	-54	+13	-21
Nashville Electric Service	-12	+12	+4	-9	*	+21	*	*	*
	-16	+16	-5	-13	*	-9	*	*	*
Florida Power Corp.	-3	+28	+37	+21	-8	+37	**	-1	+11
	+21	-1	+63	+45	**	+55	-4	+1	+18
Florida Power & Light Co.	-22	+22	-14	-4	+16	+9	-35	+78	+4
	-30	-12	-23	+4	-17	+16	-29	**	-2
Tampa Electric Co.	-17	+34	-1	-34	-24	-50	-45	-31	-5
	-20	+13	-11	-8	-18	+16	-35	-14	-17
<b>IN THE SOUTHWEST</b>									
Dallas Power & Light Co.	-1	+10	+20	**	-17	-29	+65	+22	-10
	-6	-6	+3	+20	**	-3	+30	-8	-21
Southwestern Gas & Electric Co.	-3	+10	-3	-35	-20	-8	+8	+12	-35
	-12	+4	-3	-22	-15	-8	+3	+2	-28
New Orleans Public Service, Inc.	-52	-24	+18	*	-11	-30	+17	-32	-36
	-28	-19	-6	*	-21	-49	+1	-3	-27
Gulf States Utilities Co.	*	*	-29	-26	*	+14	*	*	*
	*	*	+30	+36	*	-13	*	*	*
<b>IN THE WEST</b>									
Appliance Merchandisers Assn.	+32	-16	+87	+145	+34	+66	-56	+60	+15
	-4	-25	+12	+89	+3	-10	-53	+5	-17
Idaho Power Company	+2	+6	-11	-2	-6	-15	*	*	*
	+10	+7	-1	+2	+6	-7	*	*	*
Pacific Gas & Electric Co.	-6	+21	-4	-6	-2	-5	**	+20	-2
	-2	+28	+9	+3	-3	+1	+6	+28	-2
Pacific Power & Light Co.	-5	+20	-29	-22	-30	-46	+21	+42	-17
	+3	+24	-20	-15	-21	-20	+6	+33	-11
Washington Water Power Co.	-19	-7	-35	-35	-21	-39	-25	+178	-23
	-10	-12	-16	-17	-18	-25	-24	+65	-30
<b>NATIONAL</b>									
May	-17	+9	-15	-6	-10	-16	-6	+15	-10
Year to date	-15	+5	-8	+2	-12	-10	-7	+1	-11

\*Not Available \*\*Change of Less than 1/2 of 1%

# taking stock:

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of ELECTRICAL MERCHANDISING.

## How The Industry Behaved Week By Week



STOCK AND DIVIDENDS IN DOLLARS	1958		CLOSE JUNE 16	CLOSE JULY 17	NET CHANGE
	HIGH	LOW			
NEW YORK STOCK EXCHANGE					
Admiral Corp.	10%	7	9%	9%	—
Avco Mfg. .30E	7 1/2	5%	6%	7	+ 1/4
American Motors (Kelvinator)	14%	8	12%	12%	— 3/8
Arvin Ind. 3/4E	29%	23%	24%	24 1/4	+ 1/2
Black & Decker 1.40B	46%	36	44 1/2	43	— 1 1/2
Borg Warner 2 (Norge)	31%	25%	29 1/4	31	+ 1 3/4
Bulova .65E	12%	9%	11%	11 1/2	— 1/4
Carrier 2.40	43 1/2	32%	41 1/2	41%	+ 1/2
Colgate Palm. 3A	65%	48	62%	64%	+ 2%
Chrysler 1E (Airtemp)	57%	44	46 1/4	46%	+ 3/8
Decca Records 1	16 1/4	13%	15%	14 1/2	— 3/8
Emerson El. 1.60	40 1/4	29	38	38 1/4	+ 1/4
Emerson Radio	7 1/2	4 1/2	7	7	—
Fedders Quig. 1	14%	11%	13%	12 1/2	— 3/8
Firestone 2.60B	98 1/2	82%	86%	98 1/2	+ 11 3/4
General Electric 2	64%	57	60%	60	— 3/8
General Motors 2	41%	33%	39%	41%	+ 1 3/4
Hoffman Electric 1	29%	21	29%	28%	— 1 1/4
Hupp Corp.	4%	2 1/2	4%	4%	+ 3/8
Magnavox 1 1/2B	39%	30%	37%	39%	+ 1 1/2
Maytag 2A	33%	23%	30%	33%	+ 3 3/8
McGraw-Edison 1.40	37 1/2	31%	33%	33%	— 1/2
Mpl. Honeywell 1.60A	92%	76	92	91%	— 1/2
Montgomery Ward 2A	38 1/2	28	35%	37%	+ 2 1/2
Minn. Mining & Mfg. 1.20	86	73 1/2	80%	85 1/2	+ 4 3/8
Motor Wheel .40E	16%	12%	13%	13%	— 1/4
Motorola 1 1/2	42 1/4	35	40%	38%	— 1 3/4
Murray Corp. 1/2P	32%	19%	27	28%	+ 1 3/8
Philco Corp.	17%	12%	15%	16 1/2	+ 1 3/8
Procter & Gamble 2	65%	55	60%	64%	+ 4 3/8
R.C.A. 1A	36%	30%	36%	35%	— 1
Raytheon 1 1/4T	35 1/2	21 1/2	31 1/2	32 1/2	+ 1
Rheem Mfg.	14%	10 1/2	14%	13%	— 1
Ronson .30E	10 1/2	7%	8	7%	— 1/2
Schick .20P	14%	8%	9%	9%	— 1/2
Scovill Mfg. 3/4P	28	19	20%	20%	+ 1/4
Sears Roebuck 1A	30%	25	29%	29%	—
Servel	10	4 1/4	8	7 1/2	— 1/2
Smith (A.O.) 1.60B	35 1/2	25%	34%	33 1/2	— 3/4
Square D 1B	24%	20%	22%	22	— 3/8
Sunbeam 1.40	50%	39%	48	50%	+ 2%
Sylvania El. Pd. 2	37%	31 1/2	35%	37%	+ 1 3/8
Welbilt	2%	1%	2	2 1/2	+ 1/2
Westinghouse 2	65 1/2	55 1/2	57	56 1/2	— 1/2
Whirlpool 1 1/2E	21%	16 1/2	19%	21%	+ 2 1/4
White Sewing	7%	4%	5%	6%	+ 3/8
Zenith Rad.	87 1/4	67 1/2	82%	85	+ 2 3/4
AMERICAN STOCK EXCHANGE					
Muntz TV	3%	3%	1 1/2	1%	— 1/2
Singer Mfg. 2.20	40%	32%	38%	40 1/2	+ 2 1/2
Skiatron	6	3%	5	4 1/4	— 3/4
Du Mont Lab.	5%	3	4 1/2	4 1/4	+ 1/2
Eureka Corp.	3%	2 1/2	3 1/2	3 1/4	— 1/2

A—Also extra or extras. B—Annual rate plus stock dividend. E—Declared or paid so far this year. G—Paid last year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. H—Declared or paid after stock dividend or split-up. P—Paid this year, dividend omitted, deferred or no action taken at last dividend meeting.

# SKYROCKET

## YOUR ELECTRIC BLANKET SALES without DISCOUNTING!

ADVERTISED IN **LIFE**

### Crestwood

"Custom Formed"

#### FULLY AUTOMATIC ELECTRIC BLANKETS

Get on the **FULL PROFIT** bandwagon with the fast selling Crestwood line—priced to outsell all competition—**WITHOUT DISCOUNTING**—and still allow you your **FULL MARK-UP!** You get many quality features found in competing, higher priced brands—**PLUS—**

- EXPENSIVE SEWN CONTOURING
- UNCONDITIONAL 2 YEAR GUARANTEE
- FULLY AUTOMATIC BLANKET CONTROLS
- **sanifresh** BACTERIA RESISTANT BINDINGS
- COLORFUL SELF SELLING, DISPLAY PACKAGE

... ALL at a price that only the world's largest electric blanket manufacturer could offer! Enjoy increased electric blanket volume and profits—sell Crestwood!

**AVAILABLE ONLY THROUGH YOUR DISTRIBUTOR**  
In all models, sizes and popular colors

**NORTHERN ELECTRIC COMPANY**  
5224 North Kedzie Avenue • Chicago 25, Illinois

**WORLD'S LARGEST MANUFACTURER OF ELECTRIC BLANKETS AND HEATING PADS**

FROM **\$19.95** RETAIL

Guaranteed by Good Housekeeping

UL



Shopping for  
a new water  
heater line?

Try **TOASTMASTER**...

the brand **EVERYBODY** knows

When you shop for your family's groceries, *price* is secondary to *quality*. Unless you're different from most people, you look for the brand you know... the product that gives you greatest satisfaction.

When it comes to water heaters, consumer reasoning is the same—and here are some interesting facts: 63% of the water heater market is *replacement*. And of the total, nearly every replacement water heater buyer is looking for better quality. He wants better service than the original equipment gave him.

Toastmaster\* Automatic Water Heaters fit your replacement picture exactly. The price is *right*... because dollar for dollar, feature for feature, by *any* standard of comparison, you can't find a water heater that offers greater quality.

As for consumer acceptance, everybody everywhere knows and respects the Toastmaster trademark. And where could you find a broader range of capacities and styles in *both* galvanized and Ionodoglas-lined\* models? Write, wire or call... or ask your Toastmaster Water Heater representative for details.

**TOASTMASTER**  
Automatic Water Heaters



\*"Toastmaster" and "Ionodoglas" are trademarks of McGraw-Edison Co., Chicago. Copyright, 1958 by McGraw-Edison Co.



McGraw-Edison Co.  
Clark Division  
5201 W. 65th St.  
Chicago 38, Ill.

## economic currents

### All the Signs Point To a Business Upturn

By the McGraw-Hill Dept. of Economics

**T**HE long awaited upturn in business activity is here. The bottom has been reached in some of the most important areas of our economy, and many of the key economic indicators have begun to rise.

**CONSUMERS ARE BETTER OFF.** Of greatest importance to appliance dealers are the indicators which point to what has been happening to consumers. Financially, consumers are doing quite well. Total personal income started to go up in March and has risen for three straight months. In May total personal income amounted to \$344.3 billion—more than a billion higher than May of last year. This was only \$3 billion short of the all-time high reached in August 1957.

A large part of the increase in May was due to increased jobs. In the earlier months, the rise in income was due, in large part, to increased unemployment benefits. By the end of August this year total personal income will probably hit a new peak.

Total employment in May rose 1.2 million because of the sharp pickup in outdoor jobs—construction and agriculture. And for the first time since the recession began, unemployment showed a decline.

**MORE WORK, MORE MONEY.** Thus with more consumers working they have more money available to spend. Even after taxes, incomes amounted to \$300.1 billion in the first quarter of this year—almost \$4 billion higher than the same period of a year ago—and only about \$3 billion below the all-time peak of the third quarter of last year. Since the beginning of the recession the level of consumer spending has remained high.

Consumers were spending at a rate of \$281 billion in the first quarter of this year. This represented a drop of only slightly more than \$1 billion from the previous quarter—and occurred at a time when most of the economic indicators were pointing to the lowest levels of business since the end of last summer. However, with more people working and making more money, the prospect is for a rising level of consumer expenditures.

People have been saving less too. The savings rate dropped to 6.3 percent of income after taxes in the first quarter of this year from a high of 7.1 percent in the second quarter of last year. If consumers continue to save a smaller proportion of their incomes, this too will contribute to higher consumer expenditures.

For many consumers credit has still proved to be the answer to their needs. Total installment credit in April was only slightly below the record breaking amount of the previous year. Consumers were making repayments at a pace equal to last year—and there were few delinquencies. New installment credit, too, was being extended at a rate comparable to last year.

**LOTS OF GOOD SIGNS.** Among the other encouraging indicators, residential housing continues to improve.

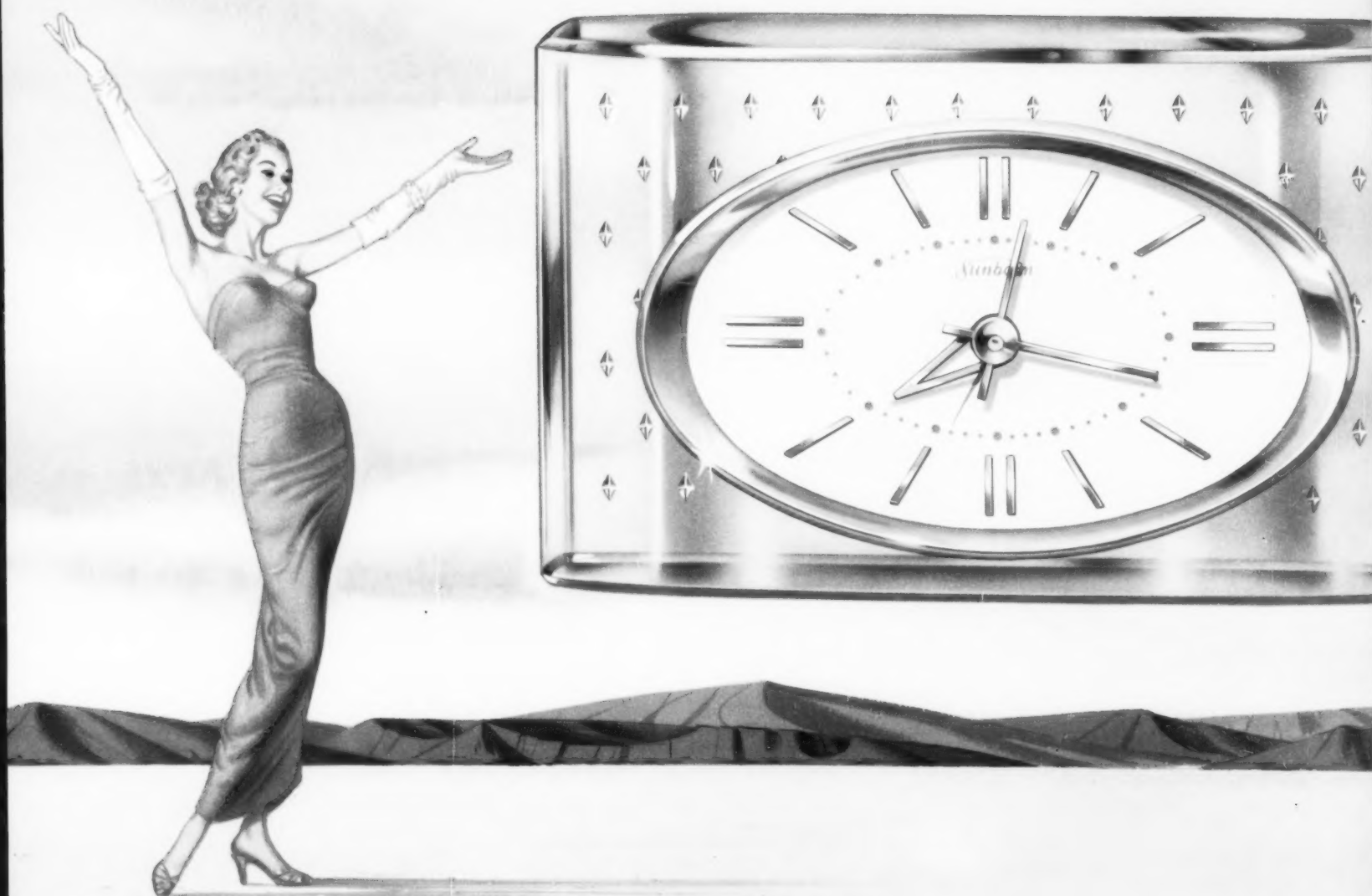
For business as a whole, the figures indicate that industrial production, after eight months of decline, has turned around. Although the increase in May was slight, it was a harbinger of better things to come.

All this evidence adds up to a strong indication that the business slide has stopped. The trend now is up. *End*



Announcing  
a new concept in electric time

by **Sunbeam**  
THE BEST ELECTRIC APPLIANCES MADE



"A Quality Name... Proven by Time itself"

# it's *Sunbeam* time...

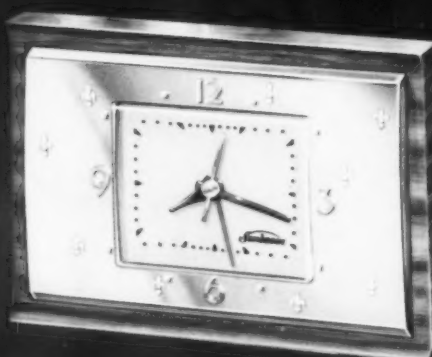
**New Precision TORQUE-MITE Motor**—The most powerful synchronous motor for its size on the market. The NEW SUNBEAM TORQUE-MITE motor develops more torque per watt consumed and over 25 times reserve operating power. Always coasting—never overworked with moving parts sealed in oil for extra years of silent service. All these quality features are built into a compact, thin shape which allows the slim modern design found in all Sunbeam clocks.



Occasional clock in French Provincial styling. Fruitwood finish. Size:  $5\frac{1}{4}''$  x  $6\frac{1}{4}''$  Model A300 Retail \$22.95



A handsome occasional with alarm in smart contemporary design. Has antiqued Fruitwood finish. Size:  $5\frac{3}{16}''$  x  $7\frac{1}{4}''$  Model B009 Retail \$19.95



Solid Mahogany case in modern design, Fruitwood finish with alarm. Size:  $4\frac{1}{4}''$  x  $6\frac{1}{4}''$  Model B006 Retail \$10.95



Crystal clear case. Beautiful occasional with alarm. Bezel and numerals gold plated. Size:  $4\frac{3}{4}''$  x  $7\frac{3}{4}''$  Model B008 Retail \$34.50

## Only *Sunbeam* Has All These Selling Advantages



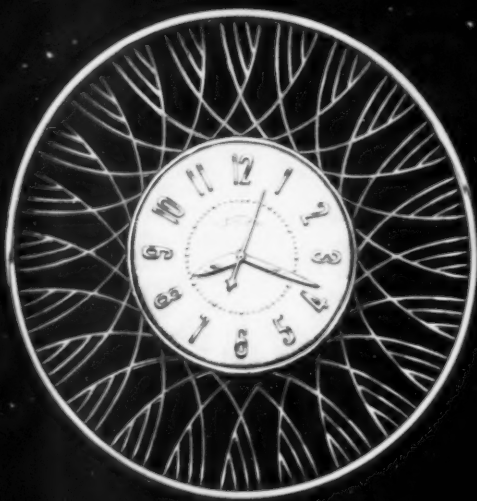
- Sunbeam's own TORQUE-MITE motor. Compact—fewer parts—sealed in oil for silent service. Built for longer life.
- NEW! Slimmer—Trimmer—more modern in dimension and design.
- Exclusive VARI-LITE dial with personal brilliancy control—a feature of Model B007.
- Convenient alarm shut-off.
- Attractive, easy-to-read dials and hands.
- Rich Mahogany and Fruitwood finishes—sophisticated decorator colors.
- A new short, complete line, market tested and realistically priced for greater sales and profits.
- Handsome individual display packaging.



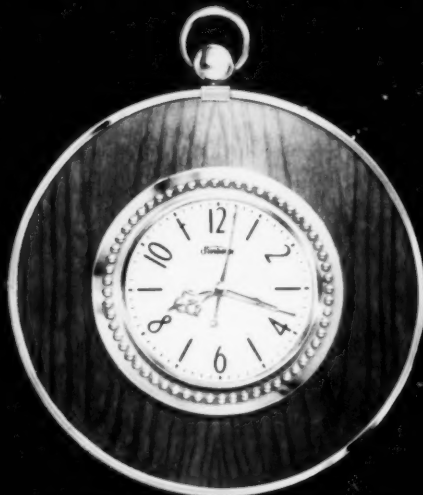
Modern solid Elm case alarm. Mahogany finish. Size:  $4\frac{1}{2}''$  x  $5\frac{3}{4}''$  Model B005 Retail \$11.95; Luminous: \$12.95



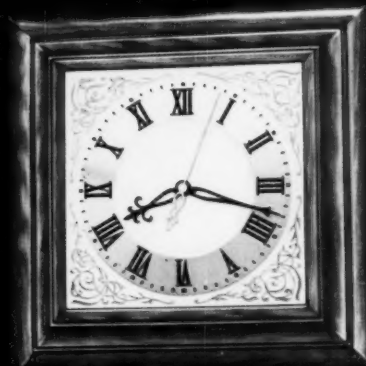
# a new SLIM dimension in design



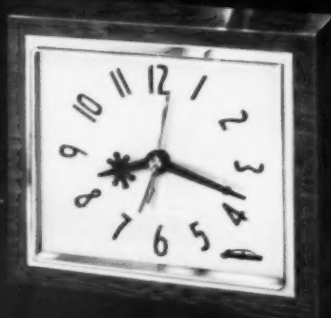
Smart wall clock with White dial and Gold color filligree case. Dia. 13½" Model A501 Retail \$12.95



An elegant wall clock in cherry wood veneer. Dia. 11½" Model A502 Retail \$17.50



Wall clock in American traditional styling. Solid Mahogany case. Size: 12¼" x 12¼" Model A500 Retail \$29.95

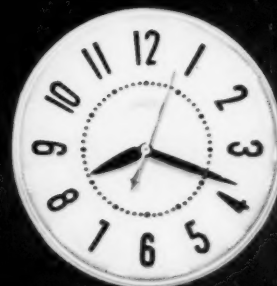


Modern alarm in Mahogany finish. Size: 4¼" x 5½" Model B004 Retail \$9.98; Luminous: \$10.95



Has top alarm shut-off. Also in Ivory with Dawn Blue dial. Size: 4" x 5½" Model B003 Retail \$6.98; Luminous: \$7.98

Its convex shape makes time on kitchen wall easy to see. Dia. 6½". Available in five colors. Model A001 Retail \$4.98



Its pleasing modern three dimensional design blends with any wall. Available in five sophisticated colors. Size: 6½" x 10" Model A002 Retail \$6.50



Petite alarm—only 3" by 3½". Also in Ivory with Gold dial. Model B001 Retail \$4.98; Luminous: \$5.98



The only clock with the VARI-LITE dial—the dial that lights. The dial glows with an electric fluorescence, controlled by the top alarm shut-off button. Dial glows from a whisper of soft radiance to night light brightness. Styled in a molded case of Oyster White and Beige with Gold color numerals and hands. Size: 4¾" x 6¾" Model B007 Retail \$11.95



A complete line of modern commercial clocks.  
Bronze Finish Chrome Finish  
12" Model C004BR, \$13.95; C004CH, \$15.95  
15" Model C006BR, \$19.95; C006CH, \$21.95  
8" Model C005BR, \$11.95; C005CH, \$13.95



# Powerful National Advertising Support



## TELEVISION

Hard selling Sunbeam Clock announcements will be seen by millions viewing the Perry Como Show over the NBC-TV network.

## MAGAZINES

Full color ads on the New Sunbeam line of clocks will appear in national publications.

## LOCAL NEWSPAPERS

Powerful Sunbeam clock ads will appear in local newspapers throughout the country.

## Hard selling point-of-sale material



NEWSPAPER  
ADS



WINDOW BANNERS

ENVELOPE STUFFERS



These special newspaper ad mats and the special tie-in material shown above are available from the Sunbeam Advertising Department.

## Here are "hard-selling" displays on profit making offers

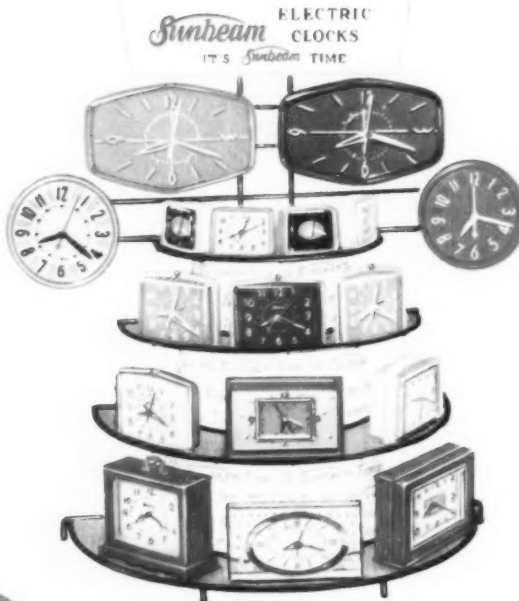


### THE MERCHANDISER

A profit packed eye catching display, showing complete color selection of Model A001 kitchen clocks.

### STEP-UP ALARM DISPLAY

A traffic sales builder to sell Sunbeam alarm clocks.



### FULL LINE DISPLAY

A dynamic full line display illuminated for getting added attention.

### VARI-LITE DEMONSTRATOR

Compact, demonstrator designed to sell the advantages of the new VARI-LITE dial clocks.



### SYMPHONY-IN-COLOR

A powerful display showing the full color range of A002 wall clocks.



© S. C. \* SUNBEAM, MIXMASTER, IRONMASTER, TORQUE-MITE, VARI-LITE.

## Call your Sunbeam distributor NOW!

Made by SUNBEAM famous for MIXMASTER, IRONMASTER, Frypans, Percolator, etc. Sunbeam Corporation, Chicago 50, Illinois

FORM 931

Realism goes beyond sound

# SYLVANIA

## stereo

*High Fidelity*

See and Hear Thrilling

**SYLVANIA** **stereo** *High Fidelity*  
**AT YOUR SYLVANIA DISTRIBUTOR'S SHOW**  
Watch for the announcement of dates in your market.

SYLVANIA has designed and engineered a new, complete line of Stereo High-Fidelity instruments that play all current 33 $\frac{1}{3}$ , 45 and 78 RPM records. These instruments also play the all-new stereo recordings with the simple addition of SYLVANIA stereo sound extension system.

**REALISM IN SOUND REPRODUCTION.** The compatible SYLVANIA stereo instruments provide all the realism of the original performance, bring new sound depth to all standard records and give a thrilling dimension and direction to stereo recordings.

**REALISM IN STYLING.** Beautifully styled cabinetry in mahogany, bisque oak and fruitwood grained finishes. These units easily combine for complete stereo with the exclusive SYLVANIA custom stereo sound extension system, color-matched to complement modern-day décor.

**REALISM IN PRICING.** The compatible SYLVANIA stereo high-fidelity line has models suited to every taste—every budget, ranging from portables at only \$79.95 to the open-list consoles with deluxe changer, diamond styli and AM/FM tuners.

**REALISM IN DEALER PROFITS.** SYLVANIA stereo high-fidelity offers you the pricing that creates traffic, the quality that closes sales and the dealer mark-up that makes sales profitable for you!

**REALISM IN AVAILABILITY.** You don't have to wait until Fall. With SYLVANIA stereo high-fidelity you are in the stereo business TODAY! Your SYLVANIA distributor will have it to sell at his summer showing.



# TWO GREAT NAMES

## New Features... New Sales



UL  
LISTED UNDER  
REEXAMINATION SERVICE  
BY LABORATORIES INC.

NATIONALLY ADVERTISED IN  
THE AMERICAN  
**HOME**  
MAGAZINE

**EXTRA SAFE HEAT** from any wall plug. New portable Universal-Electresteen automatically provides supplementary heat for only pennies a day.

**8-Section Model (left) \$44.95 retail**  
**10-Section Model (front) \$49.95 retail**

Both models in three smart colors — green, walnut and gray.

**The faster you order...the faster you profit...**



S  
es

# COMBINE TO BRING YOU ...New Satisfied Customers

## UNIVERSAL *Electresteen* PORTABLE AUTOMATIC STEAM RADIATOR

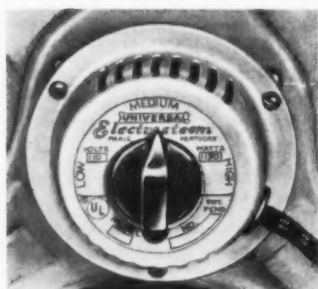
Better than ever, the Universal-Electresteen is faster-selling than ever.

This portable electric steam radiator plugs in like a lamp. Has dozens of applications. Ideal for homes (from attic to cellar), motels, summer camps, farm buildings, garages, offices, hospitals, industrial plants.

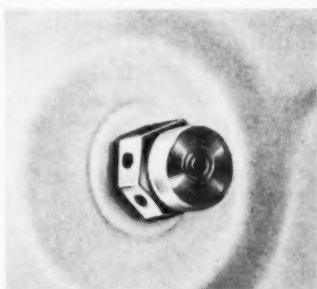
For profits, too, Universal-Electresteen is designed right, built right, and priced right! Heat up the next cold season with sales. Use the convenient coupon below for full information.

- New tubular type heating unit. Stainless steel. Heats faster—lasts longer.
- No fumes, no open elements, no piping, no noise, no worries. No attention required after initial filling except water level check every 200 heating hours.
- All fittings of the new Universal-Electresteen now have brilliant chrome plating.

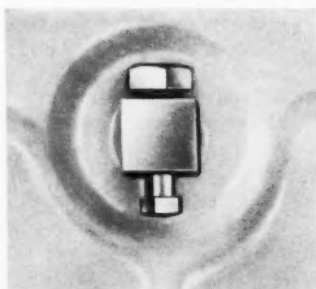
- New handsome oven-baked enamel comes in three smart colors—green, walnut and gray.
- New steel shell is made of the highest grade cold-rolled steel. Treated against rust and charged with rust inhibitor. Transfers heat four times faster than old-fashioned cast iron.
- Universal-Electresteen belongs wherever *extra*, clean, uniform heat is needed.



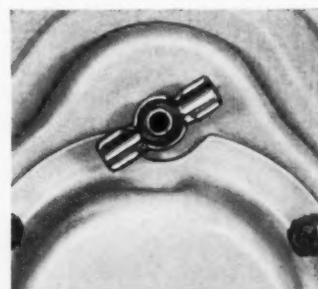
**BUILT-IN THERMOSTAT**  
Rugged and accurate. Makes the new Universal-Electresteen Radiator complete in itself.



**NEW DESIGN AIR VALVE**  
Redesigned to provide closer, more effective control. Result is efficient, *balanced* heat.



**NEW EASY FILL DEVICE**  
Really new—and conveniently placed where it belongs—close to the top of the radiator.



**WATER LEVEL INDICATOR**  
Finger operated (no wrench required). Provides user with positive water level indication.

it...

**SEND COUPON NOW**

**ELECTRIC STEAM RADIATOR CORP. Dept. EM  
Paris, Kentucky**

Gentlemen: Please send me complete information about the new Universal-Electresteen Portable Automatic Steam Radiator with built-in thermostat.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# MORT FARR SAYS: Sell Stereo To Tap The "Leisure" Market

One of the great revolutions of our time is the new leisure of the masses. We, in retailing, who work long hours don't know what a Saturday off is and haven't realized how much this "less time for work and more time for play" has affected the lives of our customers. Not only do they work fewer hours per week but also fewer weeks per year; three and four week paid vacations are commonplace.

**CRACKING THIS MARKET.** Our problem then is how to get some of the money spent in this new found leisure time. Last year the American public spent around 11 billion dollars on recreation and recreation equipment, or about five cents of every dollar of total spending. This means about \$215 for each of the 50 million or thereabouts families in the United States spent in 1957 for fun and pleasure. The TV and appliance business got less than four cents of their dollar.

People have become excited about "leisure products" such as outboard motors, boats, travel, sporting—cultural recreational activities of all sorts. We can cash in on this new found leisure by promoting the sale of hi-fi and stereo equipment for the home plus the sale of tape and records to go with them. Indeed the retail sales of hi-fi equipment have soared from 43 million to over 300 million in the last three years. In 1957, when sales of most of our products were slipping, hi-fi had a gain of 20 percent in sales. It is possible sales may surpass 500 million in 1958. The record industry has spun up from \$8 million a year before World War II to over \$400 million in 1957.

**IT'S A STEP-UP BUSINESS.** With high-fidelity, the step-up in demonstrable and the biggest gain in sales was in instruments of \$300 and over. Customers seldom say how cheaply they bought a hi-fi. It is more of a status symbol and they are more likely to exaggerate its cost as would a woman with a mink coat. This is quite the opposite of present day TV buyers who shop for price. Actually, in 1957, hi-fi sales amounted to 40 percent of TV in units and 50 percent in dollars. These sales were made more attractive because of higher mark-ups, fewer trade-ins and a less competitive market.

Some dealers have not even gotten into hi-fi and are waiting to get calls before stocking it. This is not the right approach nor is it with stereo. You will have to set up proper demonstration facilities, get a selection of models of both, and let the public know what you have if you want to cash in on a grand future. To be successful, you will have to have proper



Mort Farr, Upper Darby, Pa., dealer

demonstration facilities and comfortable listening rooms. You are selling home entertainment and the customer is most likely to buy where he gets the best demonstration. It takes time and is not necessarily sold on the first visit even though you may spend an hour or more demonstrating the various models and sound effects.

If group demonstrations are arranged it is important not to try to demonstrate stereo to too large an audience where only a small part of the audience gets the true stereo effect. I have been to distributor showings to a group of dealers where less than 25 percent of those hearing the demonstration got a satisfactory impression. In the home the speakers must be about eight feet apart and the listener near the center and at least ten feet in front of them. In most rooms not over 25 percent of the area of the room is satisfactory for proper listening to the stereo effect. In a large auditorium only those directly in the center and equal distances from the speakers get true stereophonic listening. Those up front close to one or the other speaker will get sound reproduction that doesn't compare with monaural sound. Stereo cannot be sold in a cluttered store around stoves and refrigerators and piles of air conditioners and fans. The dealer who has the facilities to demonstrate will get the business. Home demonstrations will help close sales and most of the demonstrations will result in sales if the customer has been qualified and can afford to pay for the instrument chosen for the demonstration.

Stereo must be listened to, it cannot be treated as background for conversation as can radio or hi-fi. It is not revolutionary and does not obsolete all present

equipment. It must be classed as a refinement for those who understand and appreciate stereophonic sound.

We have two markets for stereo equipment: those audiophiles who first purchased hi-fi and who may now trade it in for stereo plus the market that may have contemplated buying hi-fi but will now buy stereo equipment. For this reason the general public will not trail as far behind the pioneers if stereo catches on.

**COMPATIBLE AND ADAPTABLE.** We must think of stereo in terms of being something wonderful, new, but compatible and adaptable. Any experienced serviceman will be able to adapt present hi-fi equipment for stereo and many of the systems sold recently will be easily adapted by simply plugging in another amplifier and speaker and changing the cartridge on the pickup and turning a switch that has already been provided. We can sell most of the hi-fi on the market this fall on the basis that it can easily be converted and that the customers will probably be better off buying a good hi-fi and later adding the additional equipment than staying within his pocket-book and buying a cheap version of stereo.

A phonograph turntable with the best stereo cartridge will play monaural records equally as well as present pickups and the customer's collection of monaural discs will sound better when played on stereo equipment.

The new stereo discs are great but they won't obsolete all monaural discs overnight. There are still about 28 million players in existence that are only equipped for single track sound. It is particularly important that salesmen be trained to advise those customers who have recently purchased hi-fi equipment that it is not obsolete.

Stereo discs have a tremendous potential but so does stereo tape. Tape is still the ultimate in reproduction and one of its chief drawbacks has been price. The other has been that it was difficult to thread those reels and customers were not anxious to learn how. However, with the advent of cartridge type tapes and automatic loading features plus four track, slow speed tape we have a new situation. We will have on the market this year machines that play these new tapes that play as long as two hours. These tapes sell for around \$4.00 and they are easier to load than placing a disc on a turntable.

This is the time to watch for the latest and have it for sale but buy cautiously in breadth and not in depth so that you are not caught with an inventory of out-dated instruments. *End*

NOW! An Exclusive SELLING PLUS for you.



NOW  
**BEN-HUR**  
*America's Finest Freezer*  
HAS A  
10 YEAR  
WARRANTY\*

(The Only Such Warranty In  
The Freezer Industry)

\* Replacement Compressor Price Pro-rated After 5 Years

Chest, Upright, "Duet" Freezer-Refrigerator Combination or Built-In . . . A model and a size to fit every family need. 9 cu. ft. to 21 cu. ft.



**TEAR OUT AND MAIL TODAY!**

BEN-HUR MFG. CO., Dept. 18, 634 E. Keefe Ave.  
Milwaukee 12, Wis.

Tell me all about Ben-Hur and how I can sell more . . . by selling BEN-HUR.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

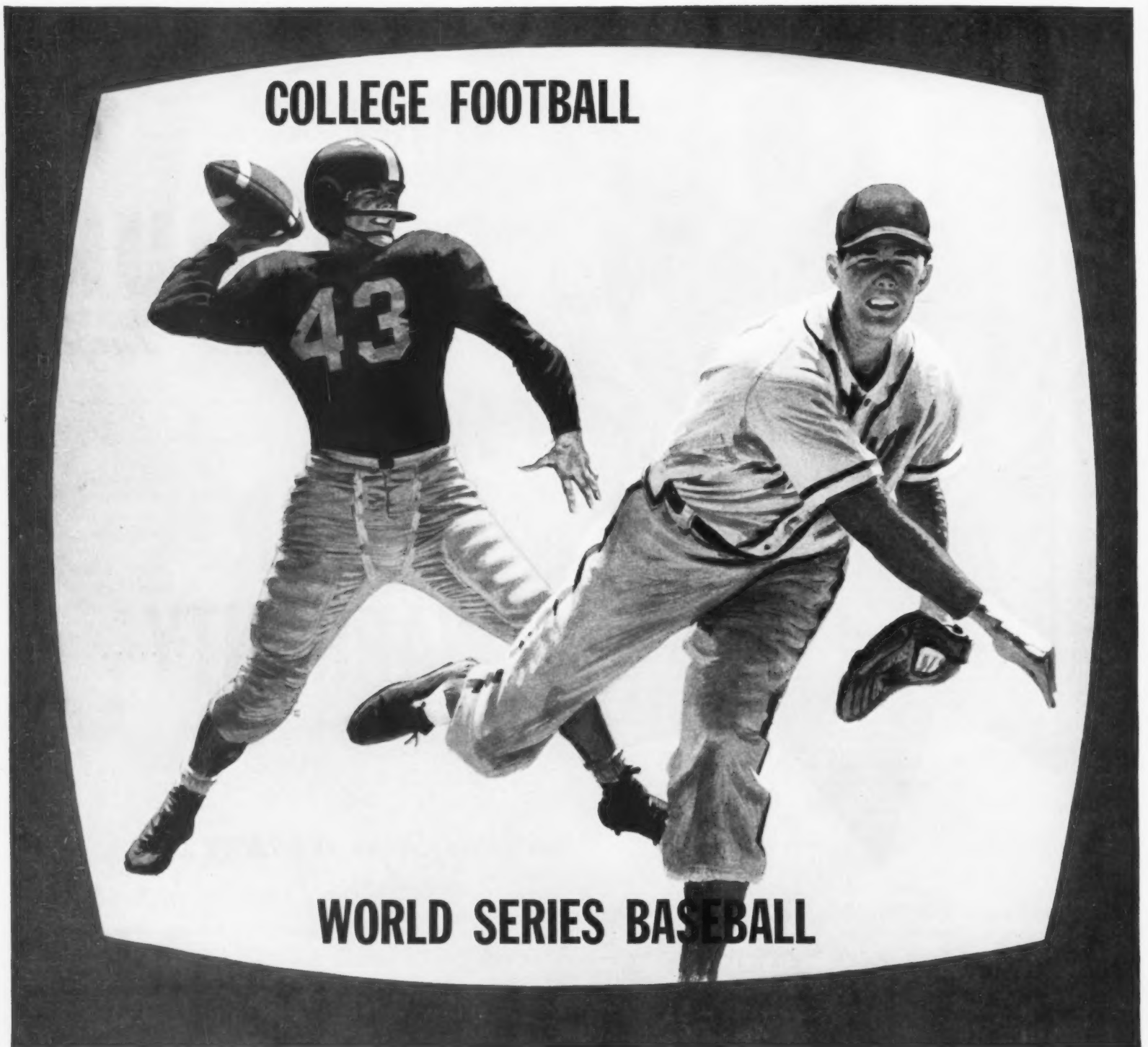
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**LARGEST EXCLUSIVE MANUFACTURER OF HOME FOOD FREEZERS**



# MORE SPORTS CLASSICS



**Star line-up of big demonstration events.** In addition to the big sports events that will boost interest in color this autumn, on NBC-TV alone there'll be Perry Como, Dinah Shore, Steve Allen, Milton Berle, Tennessee Ernie, George Gobel, Eddie Fisher, Haggis Baggis and many, many more great shows. Plenty of big shows working for you right now, too—Steve Lawrence-Eydie Gorme, The Investigator, Kraft Theatre, Bob Crosby, The Price Is Right, It Could Be You, Big Game, The Chevy Show. Watch for them! Sell with them!

# ON COLOR TELEVISION!

## NOW SEE HOW RCA VICTOR'S BIG ADVANCES IN COLOR TV WILL PUT YOU WAY AHEAD OF THE GAME!

**Sports Sell Color!** Again this autumn, sports events followed by the whole nation will be televised on NBC-TV in "Living Color." You can demonstrate Color TV at its most exciting. One look, and your customers will know why sports-in-color shows get all-out raves from critics, sports writers and fans alike. Color makes the action *come alive*.

**World Series Sales Set Record!** Sales not only reached an all-time high during last year's World Series promotion—in the peak week *sales actually zoomed to ten times the national average!*

**New Mark Series Clicks!** Sell the line that's already performance-proved in tens of thousands of homes. It has *great* advances, including new simplified tuning. On some models, there's sensational new "Wireless Wizard" electronic remote control.

**Special Promotions for You!** Ask your RCA Victor distributor about the sales-making material and ideas he has ready to help you promote sports-in-color. World Series and College Football streamers for your windows, scoreboards, counter cards, football schedules—everything you need to attract sports lovers to your store! Plus RCA Victor's biggest advertising campaign—beamed at your customers via national magazines, radio and top-rated TV shows like Perry Como and George Gobel!

### INCOMPARABLE SELLING PLUS!

RCA Victor Color TV has been *proved* dependable. Every set you sell is backed by

## THIS WARRANTY OF DEPENDABILITY

Now! One-year WARRANTY\* on all factory parts and tubes (including picture tube) FREE with the purchase of performance-proved RCA Victor "Living Color" TV!

\*excluding labor



**NOW!** "Wireless Wizard" first complete color remote control. Mark Series Worthington, 21RC899, 260 sq. in. picture.



**"One-set"** electronic fine-tuning gets sharp, steady picture at a touch. Mark Series Meredith, 21CT871, 260 sq. in. picture.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

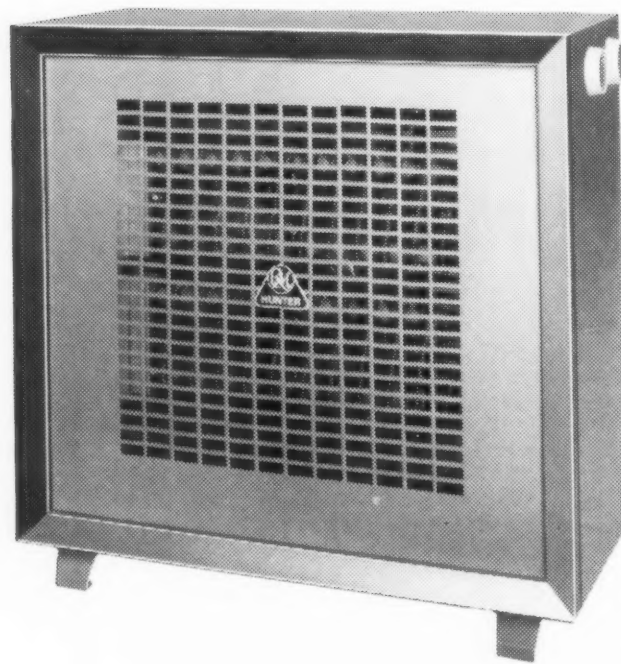


**RCA VICTOR**  
RADIO CORPORATION OF AMERICA





*R & M-Hunter will help your profits  
in the swing to electric heat*



## **ELECTRIC** *Fan Forced* **SPACE HEATERS** with picture frame styling

### **SELL COMFORT FOR THE WHOLE ROOM**

*"The day of electric heating is here. The market is everywhere. There is a natural market for electric heating in any part of the country."*

QUALIFIED CONTRACTOR MAGAZINE

Get the full profit story on R & M-Hunter Electric Space Heaters from your distributor. Or contact us.

**HUNTER DIVISION-ROBBINS & MYERS, INC.**  
Memphis 14, Tenn.



*the peak of quality*

**R & M-HUNTER ELECTRIC HEAT... *It's Matchless!***

#### **Features of R & M-Hunter Electric Space Heaters**

- Styled in new smartness by designer Sheldon Rutter. Beige cabinet with anodized gold frame blends with every room decoration
- Fan forced. Sealed bearing motor requires no oiling
- Six ratings: 1350 to 4800 watts—120 and 240 volt models
- Sturdy construction for long life
- Heating elements guaranteed 5 years against burnout
- Built-in thermostat. Automatic safety cutoff
- No flames, no ashes. Clean, quiet, quick



# SELL

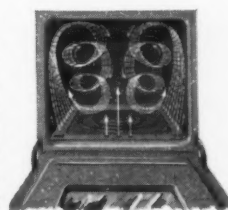
## Universal's "Air-Conditioned" oven and you've sold your customer!

*Exclusive design Super Oven with built-in  
circulation control keeps heat  
better balanced for perfect baking*



Illustrated: 40" Supreme, Model 9192

Now Universal has air-conditioned the oven to make every housewife a better cook. Tell your customers about this amazing new oven design—how it actually spreads a blanket of heat more evenly to every square inch of the baking area. It's even heat, you know, that makes cakes higher, pie crusts flakier, roasts juicier. Show them how the built-in circulation control constantly circulates this even heat to eliminate hot spots and cold corners. They'll get exactly the heat they want—all through the oven—all of the time.



See how heat circulates  
evenly throughout oven.

• **SMOKE-PROOF BROILING.** Melted fats and greases can't smoke or burn. Universal's specially designed broiler grille drains away and traps them in the pan underneath. Kitchen stays cleaner longer.

• **"OBEDIENT BURNER" COOKING.** Turn the dial and each self-lighting burner obediently delivers precisely the heat wanted, instantly. Ranges with Simmer-Save feature permit an unlimited number of measured cooking heats.

Air-conditioned baking . . . smoke-proof broiling . . . obedient burner cooking. Every Universal gas range gives you the fastest-selling features in the business—features you can demonstrate and sell. For more information, see your Cribben & Sexton representative or contact Cribben & Sexton Company, 700 N. Sacramento Blvd., Chicago 12. Phone: VAn Buren 6-4600.

**Featured in Life, Better Homes & Gardens, House Beautiful**

# UNIVERSAL

## GAS RANGES

CRIBBEN & SEXTON COMPANY, CHICAGO 12, ILLINOIS. A COMPLETE LINE OF DOMESTIC AND COMMERCIAL GAS RANGES, BUILT-IN RANGES, DISHWASHERS, GAS CLOTHES DRYERS, GAS INCINERATORS, AND SPACE HEATERS

# New Beauty, Smart Styling, Extra Values

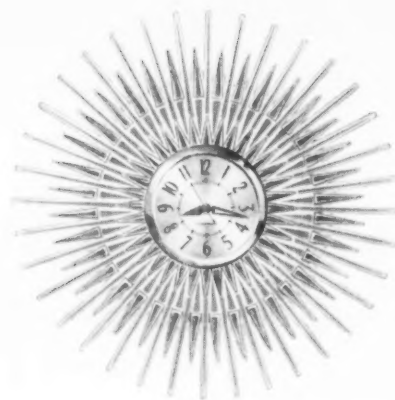
and,  
*naturally,*  
*electric!*



The new General Electric-Telechron line of alarm, wall, decorator and feature clocks is the talk of the trade. A model for every need, every room, every purse.

**A POWERHOUSE OF ADVERTISING.** More advertising to more people more often than in last year's tremendous program! Hard-selling messages on network television go into millions of homes. Frequent display ads in *This Week*, *Parade*, *Family Weekly* and Independent Supplements in 280 newspapers carry

strong local advertising. *The Saturday Evening Post* ads in four colors to intrigue Christmas shoppers—plus additional Christmas color ads in *Life*, *Better Homes and Gardens* and many other leading magazines. And beautifully photographed clocks make time for you with increased space in *House Beautiful* and *Living for Young Homemakers*. Ask your distributor's salesman about new displays, retail ad book, envelope stuffers; and be sure to buy now for extra values!



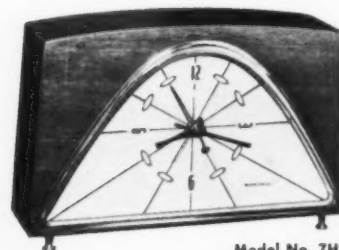
Model No. 2H66

**STARBURST.** New impact and dramatic beauty for the wall in crystal clear and gold color rays. \$59.95\*



Model No. 8H31

**SCHOOL-DAYS.** Handsome fruitwood finish sets off the miniature schoolroom clock motif. Complete with swinging pendulum. \$24.95



Model No. 7H257

**DIMENSION.** Smartly different alarm with fine walnut finish case. Styled with a flair to give elegance to any room. \$29.95



Clock and Timer Department, General Electric Company, Ashland, Mass.

†Snooz-Alarm is a trademark of the General Electric Company

\*All prices are manufacturer's suggested retail prices—plus applicable taxes.

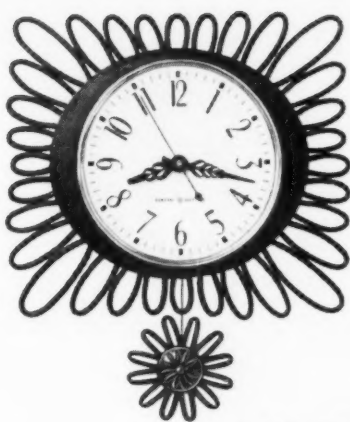
GENERAL  ELECTRIC

*Telechron*



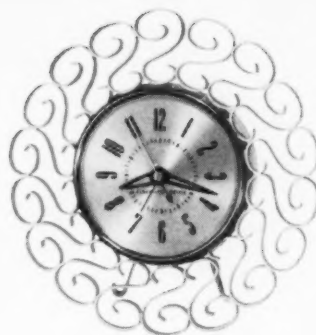
Model No. 2H59-G

**WALLWOOD.** Ginger spice wood finish with gold color floating numerals. \$12.95. Smart natural wood with black numerals (2H59). \$11.95



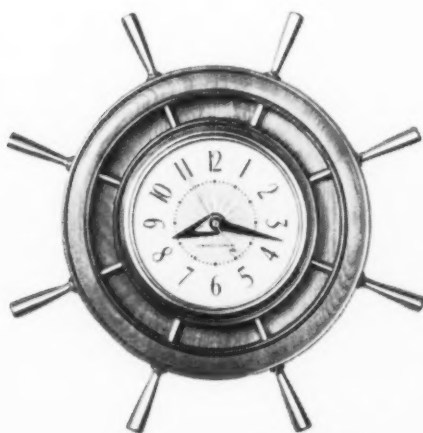
Model No. 8H30

**CAPRICE.** Swinging pendulum — a modern electric wall clock with nostalgic charm in black or white for the novelty market. \$16.95



Model No. 7H255

**ALLURE.** White wrought iron, beige case. Remove base for wall clock. \$15.95. This alarm also in gold color, luminous (7H255-L). \$17.95



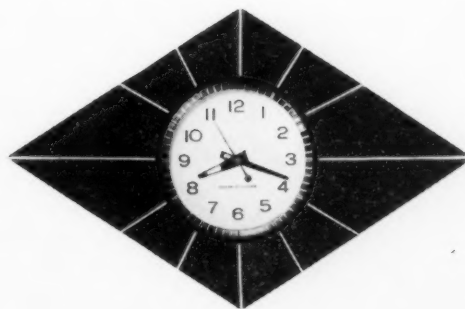
Model No. 2H67

**NAVIGATOR.** Big (12½" diameter) ship's wheel clock in handsome wood and brass. Hangs or stands. \$21.95 Available with base for a desk.



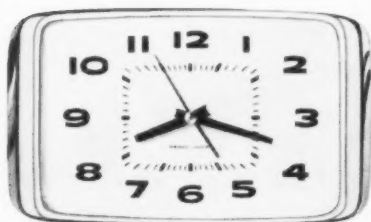
Model No. 7H258

**SYNCOPTION.** America's first electric music box alarm wakes you to soothing melody. New and different gift for anyone, including you. \$16.95



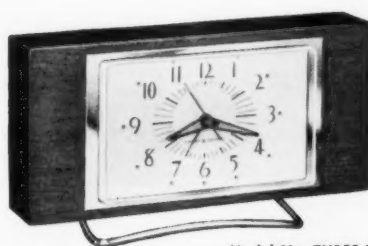
Model No. 2H64

**HORIZON.** Attractive wall clock in color combinations of gold and black or copper and white. Mount horizontally or vertically. \$9.98



Model No. 2H113

**TRIM.** Thinnest, trimmest wall clock. Easy-to-read, wall-hugging beauty. Chrome and white or copper with white or yellow. \$8.98



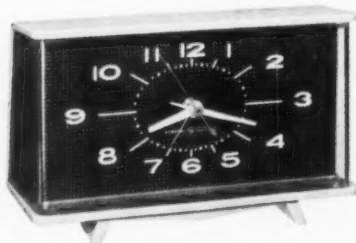
Model No. 7H259-L

**LONGWOOD.** This modern alarm has African mahogany case, brass base and bezel. White tweed dial, luminous. Fits any décor. \$19.95.



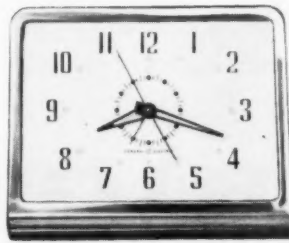
Model No. 7H251-L

**SCOPE.** Alarm with dramatic bold new oval shape. Fully luminous dial and light gray case for up-to-the-minute smartness. \$8.98



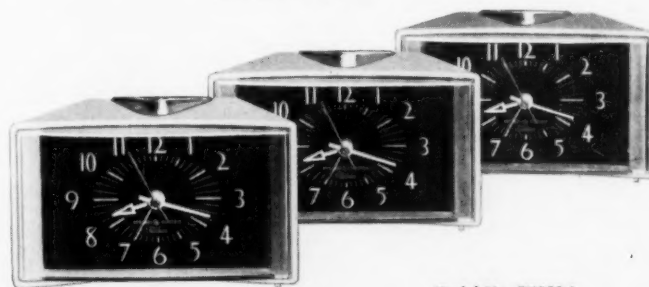
Model No. 7H254-L

**TREND.** Red and black check dial with wrap-around crystal in beige case. Luminous hands and numerals for this new design leader in alarms. \$8.98



Model No. 7H237-L

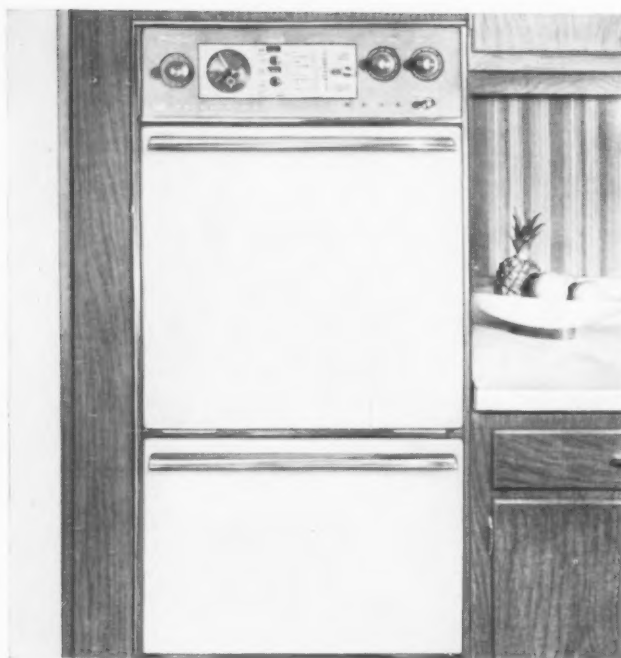
**GRAPH.** Rich styling enhanced by gold color bezel and light tweed dial. Luminous. High style alarm at a very popular price. \$14.95



Model No. 7H250-L

**ROYAL SNOOZ-ALARM+** clocks. King of the fast-selling family of clocks that wake you, let you snooze, wake you again. Newly color-styled in pink, sea mist or beige. \$10.95





**CLOSED... for Sheer Look beauty!** Smart blend-in styling of Double-Oven with Drop-Leaf Doors means perfect fit in any kitchen decor... sales-sparking family appeal!



**OPEN... for full-size oven capacity!** And Door holds even the heaviest roast, thanks to two heavy-duty aircraft-type cables, each capable of supporting 1000 lbs.



**DOWN... for easy, no-reach cleaning!** Drop-Leaf Door swings all-the-way down at the release of two Safe-Lok levers. No heavy door to lift off. Can't drop accidentally.

Clean-easy is sell-easy!  
with new drop-leaf door

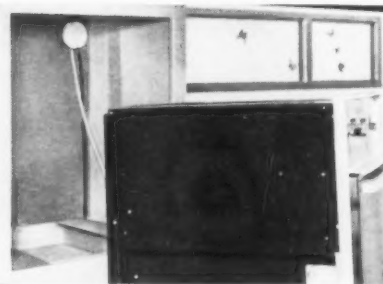
## FRIGIDAIRE WALL OVENS

Sheer Look Designed to cut on-site cost • "Minute-Man installation" • Single or Double-Ovens • Feature-packed to help make sales • Style & Color Matched with other Frigidaire Appliances

Now... a built-in Frigidaire Wall Oven with every better-living feature women want *PLUS* an exclusive Drop-Leaf Door for the easiest cleaning ever! Big on the inside, small on the outside, these 23 1/4-inch Sheer Look beauties roast the biggest turkey or whole meals—*automatically!*

Look at all of these features on the big new double-oven Custom Imperial RBZ-99 with the amazing Spatter-Free Broiler Grill (lets you broil up to 100 times and never need to clean the oven)... Meat-Tender Thermometer... Electric Time Signal... Two Complete Ovens... Optional Rotisserie... Cook-Master Controls... and so much more. See them now—together with matching Fold-Back Cooking Units or Built-in Cooking Tops. Call your nearest Frigidaire Custom Products Representative or Distributing Headquarters.

FRIGIDAIRE Division, General Motors Corporation • Dayton 1, Ohio



### NO WALL OVEN INSTALLS MORE EASILY OR QUICKLY!

Thanks to true modular construction and builder-designed engineering, New Frigidaire Wall Ovens minimize on-site work. In factory time-tests, installations were completed in 7 minutes and 52 seconds. Here's how... (First) Connect 54" armored cable and junction box. Test operating controls. (Next) Slide oven into roughed-in wall or cabinet opening 21 1/2" W x 23 3/4" D x 28 1/2" H (44" H for double-oven). Mount with concealed screws. If necessary, could be leveled in a few minutes with leveling glides provided.

## FRIGIDAIRE is on the march



Frigidaire—Built and Backed by General Motors

# New UNIVERSAL HAND MIXER

WITH 3-SPEED CONTROL

Beats  
Everything!



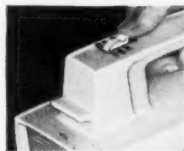
ONLY  
**\$19<sup>95</sup>**

## FOUR DECORATOR COLORS

- YELLOW • PINK
- TURQUOISE • WHITE



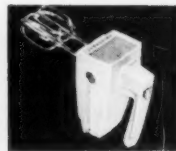
## PLUS-FEATURED TO HELP YOU SELL!



**3-SPEED CONTROL**  
Switch on top—easy to see—easy to change speeds for any type of mixing.



**AUTOMATIC EJECTOR**  
One finger easily ejects chrome-plated beaters, 25% larger than most mixers.



**STANDS ON HEEL**  
While adding ingredients mixer can stand on base—drippings go into bowl.

- Lubricated for life
- Unbreakable plastic body
- Weighs less than 3 lbs.
- Long-life Nylon gears
- Powerful 115 watt motor
- Balanced weight

Here's another brand-new sales leader for your Universal Electric Housewares line. All new in design and in features, but with the famous dependable Universal quality and value known by every one of your customers. Get them up front on their self-selling display stand . . . you'll find the new Universal hand mixer "beats everything" in sales!

**UNIVERSAL**

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



# RESULTS on Wash and

Some months ago Good Housekeeping, noting the confusion in the important area of Wash and Wear, set certain standards. We published the tests and specifications that met our requirements, offered them as a platform for honest manufacturers and merchants.

**RESULTS:** Among the quality-minded textile and apparel manufacturers whose products met our performance requirements were:

Jos. Bancroft & Sons  
Berkshire Hathaway, Inc.  
Bradford Dyeing Association  
Carwood Mfg. Co.  
Celanese Corp. of America  
Cold Springs Bleachery  
Cone Mills

Dan River Mills  
E. I. DuPont de Nemours & Co.  
Farah Mfg. Company  
Forest City Mfg. Co.  
The Formfit Co.  
Hortex Manufacturing Co.

Lady Ester  
Nelly Don Dresses  
Pellon Corp.  
Phillips-Van Heusen Corp.  
Princeton Knitting Mills  
Riegel Textile Corp.

Sayles Finishing Plants, Inc.  
Scovill Manufacturing Co.  
Sears, Roebuck & Co.  
Ship 'N' Shore Blouses  
Southern Dyestuff  
Vat Dye Institute  
L. Wohl & Co.

**RESULTS:** Because they now could offer their customers Wash and Wear fabrics and fashions that performed as advertised, these top stores were among the more than 1,000 who were happy to promote our big May program—a Wash and Wear report to dispel consumer confusion:

**CALIFORNIA**  
The Marston Co. (San Diego)  
J. W. Robinson Co.  
(Los Angeles)  
Hale's (Sacramento)  
The White House  
(San Francisco)

**COLORADO**  
The Denver Dry Goods Co.  
(Denver)

**CONNECTICUT**  
D. M. Read (Bridgeport)  
Hamilton Co. (New Haven)  
Lord & Taylor (West Hartford)

**DISTRICT OF COLUMBIA**  
Woodward & Lothrop  
(Washington)

**FLORIDA**  
Burdine's (Miami)  
Maas Bros. (Tampa)

**GEORGIA**  
Rich's (Atlanta)

**ILLINOIS**  
Marshall Field & Co. (Chicago)

**INDIANA**  
L. S. Ayres & Co. (Indianapolis)  
George Wyman Co.  
(South Bend)

**IOWA**  
Younker's (Des Moines)  
Roshek Bros. (Dubuque)

**LOUISIANA**  
D. H. Holmes Co. (New Orleans)

**MARYLAND**  
Hochschild, Kohn & Co.  
(Baltimore)

**MASSACHUSETTS**  
Filene's (Boston)  
Forbes & Wallace (Springfield)

**MICHIGAN**  
The J. L. Hudson Co. (Detroit)  
Wurzburg's (Grand Rapids)  
Harry Saffrin (Detroit)

**MINNESOTA**  
Field-Schlick (St. Paul)

**MISSOURI**  
Harzfield's (Kansas City)  
Vandervoort's (St. Louis)

**NEBRASKA**  
J. L. Brandeis (Omaha)

**NEW JERSEY**  
M. E. Blatt (Atlantic City)  
Lord & Taylor (Milburn)

**NEW YORK**  
John G. Meyers (Albany)  
Sibley, Lindsay & Curr  
(Rochester)  
Lord & Taylor (Westchester)  
Flah & Co. (Syracuse)  
Lord & Taylor (New York)

**OHIO**  
The Halle Bros. (Cleveland)  
The M. O'Neil Co. (Akron)

**OKLAHOMA**  
Seidenbach's (Tulsa)

**OREGON**  
Meier & Frank (Portland)

**PENNSYLVANIA**  
The Bon Ton Department Store  
(Allentown)  
Lord & Taylor (Bola Cynwood)  
Mary Sachs (Harrisburg)  
The Blum Store (Philadelphia)  
Kaufmann's (Pittsburgh)  
Chas. H. Bear (York)

**RHODE ISLAND**  
Gladding's (Providence)

**TEXAS**  
Neiman-Marcus (Dallas)  
Popular Dry Goods (El Paso)

**VIRGINIA**  
Smith & Welton (Norfolk)  
Woodward & Lothrop  
(Falls Church)  
Thalhimer's (Richmond)  
S. H. Heironimus Co., Inc.  
(Roanoke)

**WASHINGTON**  
Frederick & Nelson (Seattle)  
The Crescent (Spokane)

**WEST VIRGINIA**  
The Hub (Wheeling)

**WISCONSIN**  
The Boston Store (Milwaukee)  
Harry S. Manchester (Madison)

**CANADA**  
Henry Morgan (Montreal)



# Good Housekeeping's Wear program

**RESULTS:** Our Wash and Wear activity aroused the interest of these important buying offices, who used our promotional material with their affiliated stores:

Allied Stores  
401 Fifth Ave., OR 9-0800  
Mr. Howard Frazer

Arkwright Buying Office  
128 West 31 St., LO 4-0400

Associated Merchandising Corp.  
1440 Broadway, PE 6-9800  
Irene Bender

Frederick Atkins  
11 West 42 St., LO 4-0300  
Ronald Butler

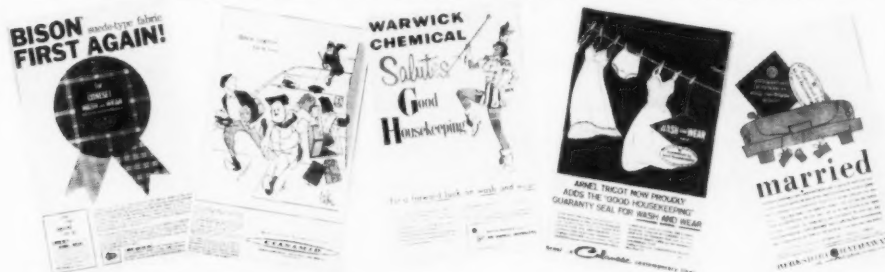
Independent Retailers  
Syndicate, Inc., LO 4-4900  
33 West 34 St., Louise Cory

Kirby Block  
128 W. 31 St., LO 5-4700  
Dan Seaman

Mutual Buying Syndicate, Inc.  
11 W. 42 St., LO 4-4200  
Mr. N. Barry

McGreevey, Werring, Howell, Inc.  
225 W. 34 St., LO 4-7500  
Mr. Maurice Zucker

**RESULTS:** The textile trade took more than 50 pages of trade ads like these to support Good Housekeeping's standards and accept them as their own:



**RESULTS:** Appliance manufacturers, quick to applaud this important contribution to their industry, asked for and got their own Wash and Wear tag, with the following top names advertising in our May issue:

FRIGIDAIRE  
GENERAL ELECTRIC

HOTPOINT  
MARQUETTE

MAYTAG  
PHILCO-BENDIX

RCA WHIRLPOOL  
WESTINGHOUSE

**RESULT:** More than 4,000 retail appliance stores tied in, working primarily through the manufacturers' distributors shown above. For example: Polk Bros., leading Chicago retailer who sells by the carload, rang up box car figures in sales!

**RESULTS:** These great utility companies expressed the desire to participate in this important consumer-education program as they saw large increased-load possibilities:

Arkansas Power & Light Company  
Baltimore Gas & Electric Co.  
California Electric Power Company  
California Oregon Power Company  
Central Illinois Electric and Gas Co.  
Central Maine Power Company  
Cincinnati Gas & Electric Co.  
Community Public Service Co. (Ft. Worth, Texas)

Consumer Power Company (Michigan)  
East Ohio Gas Company  
Kansas City Power & Light Company  
Kentucky Power & Light Company  
Madison Gas & Electric Company (Wisconsin)  
Minnesota Power & Light Company  
Monongahela Power Company (W. Va.)

Montana-Dakota Utilities Company  
Niagara Mohawk Power Corp.  
Public Service of Oklahoma  
The Toledo Edison Company  
Union Electric Company (St. Louis, Mo.)  
Utah Power & Light Company  
Virginia Electric & Power Company  
Wisconsin Michigan Power Company

**RESULTS:** Good Housekeeping continues to be your best buy among advertising media—because it actively and continuously creates customers by stimulating demand! Let us show you how, today.

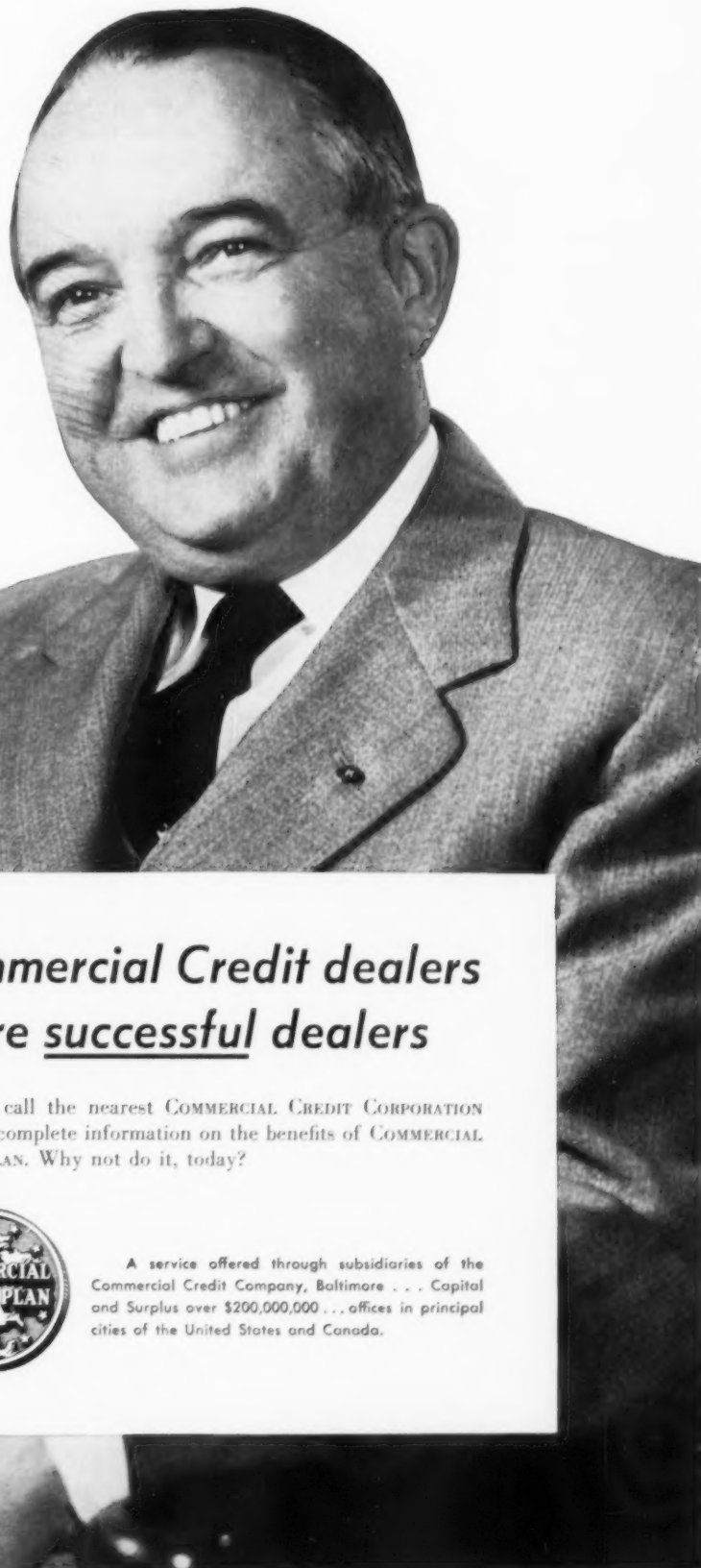
## Good Housekeeping

A HEARST MAGAZINE  
CREATES A CLIMATE OF CONFIDENCE FOR YOUR ADVERTISING

# "...helps both dealer and salesman make more sales"

says **J. T. FRAKER**, President of Fraker Heating and Equipment, Knoxville, Tenn.

"Our formula for success consists of good products, fast service, fair and courteous treatment of customers . . . and good cooperation from COMMERCIAL CREDIT. For five years now COMMERCIAL CREDIT PLAN has consistently met all our financing needs and those of our dealers. The factory-to-customer service through one experienced and reliable source is a very satisfactory way of doing business. The simplicity and completeness of COMMERCIAL CREDIT PLAN helps both dealer and salesman make more sales."



## *Commercial Credit dealers are successful dealers*

Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

## Electrical Merchandising

AUGUST • 1958



**Stereo records ... stereo tape ... high fidelity ... tape recorders  
... phonographs ... records ... tapes ... radios**

Those are the products which have combined to produce today's booming market in "sound" . . . a market of vast dimensions and even vaster potentials . . . a market whose promise for the dealer is explored in this fact-packed special report on

# RADIO and HI-FI



It's the hottest subject in the radio-TV industry today.

And tomorrow it may well be the hottest item you have on your sales floor.

But, for the moment, it is also the most confusing subject facing the industry. Everybody has questions—but not everyone has the right answers.

To help *you* get those answers, the editors of **ELECTRICAL MERCHANDISING** have talked to hundreds of experts in the field. From this painstaking research and careful checking and re-checking of facts comes this definitive report...

## Here's All You Need To Know About

# STEREO

By James J. Cassidy

**I**N the words of Goddard Lieberman, president of Columbia Records: "Stereo-phony is the most obfuscated subject since The War Between the States."

What the man means is that the whole body of stereo information suffers from a king sized case of confusion. The induced birth of stereo has flooded the marketplace with tons of advance product information and advertising copy which use as many different nomenclatures as there are manufacturers.

Stereo got here suddenly. Both stereo-phonics discs and stereo phonos have been brought to market behind crash programs. Marketing decisions were being made as late as mid-June. In some cases, policies were set only days or hours before distributor conventions and Summer Market display shipments.

The dealers who will be selling stereo goods in the big fall season are in for the largest dose of education they've ever had. **ELECTRICAL MERCHANDISING** editors have prepared this article to help supplement the avalanche of manufacturer information that's yet to come.

But first, here are a few basic assurances to quell some of the fears already heard among dealers:

**Stereoized phonos will play—and well—the conventional, ordinary LP record.** But, the monaural phono won't play stereo discs well.

**Stereo record production is already in progress.** Most popular labels, large and small are turning out a wide variety of stereo discs from \$1 (for 45 rpms) to \$6.98 for LPs. They'll be plentiful by early fall; will cater to all music tastes.

**Monaural records will continue to dominate record company production.** Most labels plan to duplicate stereo releases in monaural and vice versa.

**Dealer inventories of monaural phonos can be converted to stereo if necessary.** There are already a profusion of conversion kits available for varying degrees of conversion. And there are kits which make certain TVs double as stereo speaker-amplifier remote units.

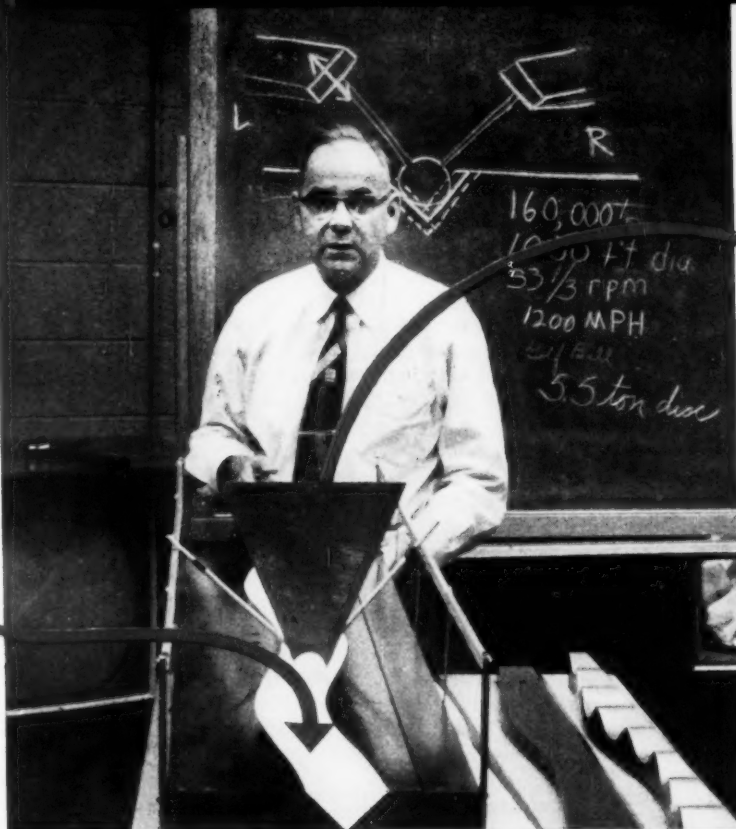
No one knows how big a deal stereo will be. Everything depends on how the public takes to stereo discs. However, the manufacturers of stereo equipment have done most of the worrying and most of the guessing. They've marketed their stereo lines in a variety of ways designed to avoid fouling up the booming hi-fi market—even if stereo becomes a flash in the

**MORE▶**

## START WITH MONAURAL SOUND...

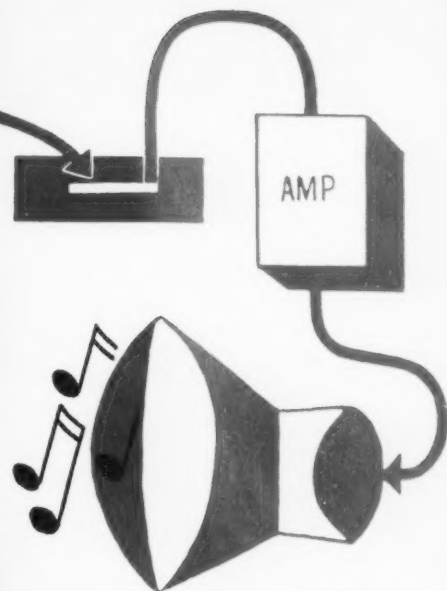


Differences between conventional (monaural) and stereo discs start right in the recording studio. In monaural, all sound is channeled through one mike. Single sound track is cut into record groove, making one wiggle pattern — here enlarged 1000 times in lab model shown by RCA acoustic engineer Sydney V. Perry.



Needle wiggles with only one motion — side to side — as monaural groove speeds under it. Monaural cartridge contains only one generator slab. Slab reacts to needle wiggle, converts motion to cur-

rent, passes it via two pins and two wires to single channel amplifier which boosts it through single speaker which converts it back to monaural sound. Disc takes 1 mil needle; 9 gram tracking force.



Monaural system then, must include: one speaker; one amplifier; two wires, two pins from monaural cartridge having one generator slab; one motion of needle (side to side only; it does not move up and down); one sound track in groove from one mike in recording studio.

## ...TO SEE HOW STEREO HAPPENS

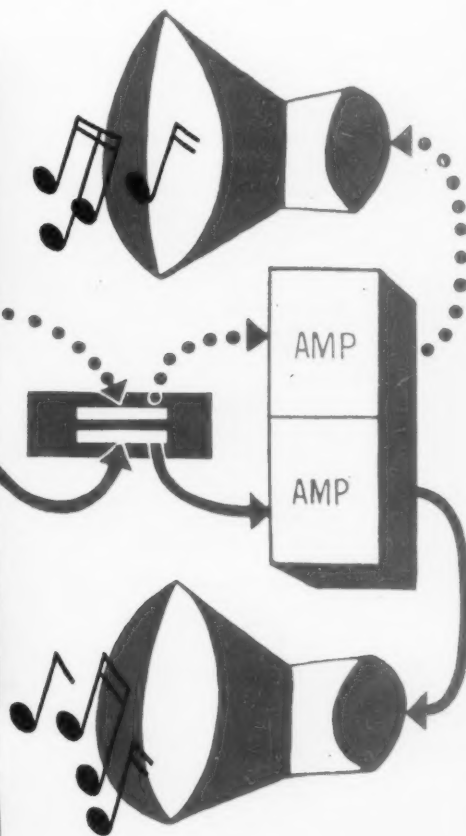


Stereo sound is actually combination of two separate sound tracks, which engineers call left sound and right sound. Stereo recording uses two mikes in studio. One picks up left side of orchestra only; the other, right only. Left sound cuts own wiggle pattern into left leg of groove; right cuts own, different wiggle into right leg. Groove is then known as dual channel, or two track, or stereo groove, for 0.7 mil stereo needle.



Stereo cartridge, or pickup, looks like monaural cartridge, but has two generator slabs in it (note blackboard sketch) and three or four pins and wires depending on maker's design. Needle tip is really smaller than monaural tip and is being wiggled by two speeding tracks at same time. Tip motion is combination of

two motions; one side to side, and now, up and down too. Left generator is sensitive only to needle motion caused by left track and passes left sound to left amplifier only (or left half in dual channel amplifier) and on to left speaker. Right sound follows right path to right speaker. Needle force: critical 5 grams.



Stereo system then, must include: two speakers; two amplifiers (or two halves in case of dual channel amplifier on common chassis); three or four pins and wires from stereo cartridge with two generator slabs; two motions of needle; two different sound tracks in groove from two mikes in studio. Stereophonic technique gives sound a depth and directionality absent in monaural method. Fans say it's like using both ears for first time.

# STEREO despite confusion, a dealer's dream

pan. They've hedged their bets, covered all angles in a great guessing game. Their 1959 lines permit you to sell the "monaural forever" man; the monaural man who wants a taste of stereo; the all-out stereo man who also wants his new stereo rig to play his monaural collector's items, even his 78 rpm special treasures.

## Just What is "Stereo"?

Stereo is not as complicated as it appears. It is far less complex than TV. And it could be the most demonstrable product dealers have had to sell since TV.

In order to understand the theory of stereophony, the student has to start with the record and the recording studio. As closely involved an executive as Robert A. Seidel, RCA executive vice-president for consumer products, has confessed to his distributors that "trying to describe

stereophonic music is about as hopeless as trying to describe a sunset." He used pictures and drawings to do his describing. So has ELECTRICAL MERCHANDISING on page 43.

Roughly, what stereophony does for sound is what grandma's stereopticon did for flat pictures. It took two one-dimensional photographs and fused them into one three-dimensional picture. Stereophony takes two separate sounds and blends them into one which has an exciting dimension of depth that monaural sound does not have and it gives the sound another dimension of directionality. When properly positioned in a room, the listener is conscious of right and left sides of the orchestra as he might be in a concert hall.

Understanding stereo also takes words. Stereo has brought forth a new flood of

phrases, formerly the exclusive property of the audiophile, but now about to be mouthed in the mass market. The editors have selected a few of the essential phrases dealers will be hearing in any discussion of stereo. A short dictionary is shown on the opposite page.

## What's On The Market?

The 1959 phono lines you'll be seeing have been stereoized to different degrees. The degree is determined by whether the manufacturer has included in his packaged unit the stereo cartridge; its wiring; the second amplifier; the second speaker. The ready-to-play stereo system needs all these. The presence, absence, ease of addition of these elements, determines the cost of the basic unit the customer buys and how much adding on and adjustment he must do before he can reproduce all

## STEREO COMES IN MANY FORMS: here are the four basic packages

Items in red are included —  
and those in black must be added —

CARTRIDGE  
AND WIRES

AMPLIFIER  
AND JACK

AMPLIFIER

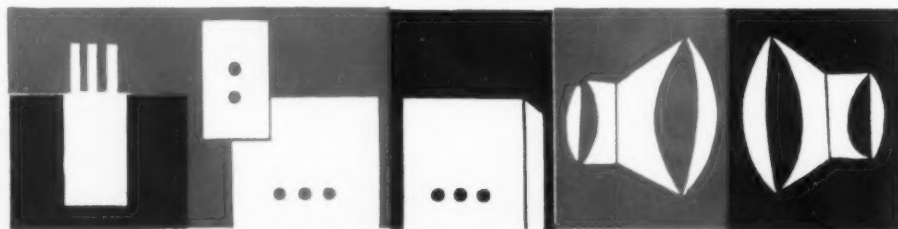
SPEAKER

SPEAKER

### 1 WIRED FOR STEREO

**What you get:** a record player (the master unit) which has a monaural cartridge, a single amplifier and a single speaker. Tone arm is wired to accept stereo cartridge; has a jack for extra speaker-amplifier.

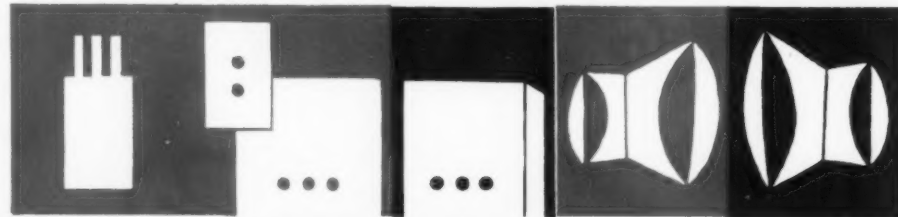
**To add stereo:** replace monaural cartridge with stereo cartridge; add a second amplifier-speaker unit to be jacked into the master unit.



### 2 EQUIPPED FOR STEREO (a)

**What you get:** a master unit which already has a stereo cartridge installed, a single amplifier and a single speaker, plus jack for extra speaker-amplifier.

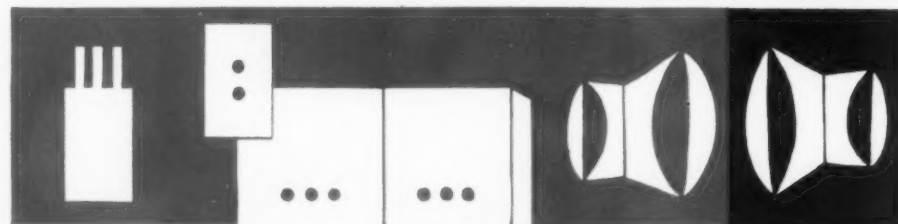
**To add stereo:** buy a remote unit which will include second speaker and amplifier; jack this unit into the master and you have stereo.



### 3 EQUIPPED FOR STEREO (b)

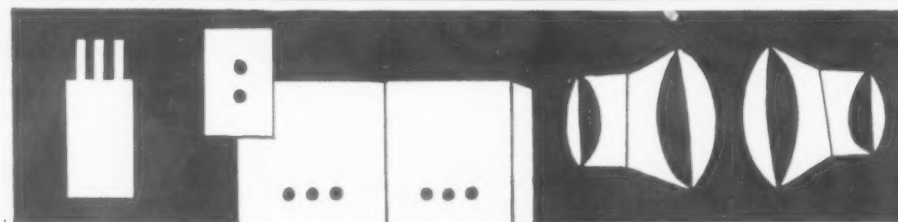
**What you get:** a master unit with stereo cartridge, a single speaker, but two amplifiers, plus a jack for extra speaker.

**To add stereo:** simply buy a second speaker and jack it into the master unit.



### 4 COMPLETE STEREO UNIT

**What you get:** a one-piece unit which is ready for stereo "as is". Master unit has stereo cartridge, two speakers, two amplifiers. For stereo, just plug it in and it plays.





the information on a stereo disc.

The manufacturers use several terms to describe the degree to which they've stereoized the models in their lines:

**Wired for stereo** is the lowest degree of stereoizing. It usually means the model has in its tone arm the three or four wires (depending on brand) necessary to accept a stereophonic cartridge. And it has a jack for plugging in a second amplifier-speaker slave unit. But the manufacturer has cut the cost of this model to the bone by supplying a monaural cartridge which the customer must replace with a stereo cartridge if he wants to start on his way to stereo. In effect; the "wired for stereo" phono is a monaural unit to which he must add three elements (stereo cartridge, extra speaker, extra amplifier). But it eliminates for him two problems: namely, rewiring the tone arm and wiring the jack. Pin-to-wire soldering is eliminated, too, since wires have sleeve tips into which pins slide.

**Equipped for stereo** is another degree of stereoizing. The wiring is in; the stereo cartridge in; the jack in. But, to this unit the customer must also add in order to get stereo reproduction.

In some lines "equipped for stereo" means that the manufacturer has also included the extra amplifier. He's included both the amplifiers needed, has mounted them on a common chassis as a dual channel amplifier. This unit is also described in copy as the dual channel master. To this the customer must add only the second speaker, thus building a "two-piece" stereo package.

Some lines do not include the dual channel amplifier. To these master units the customer must add a remote unit which contains both second amplifier and second speaker. In this latter case, the remote unit has its own set of on-off, tone and volume controls. In the former dual channel case, the master has simultaneous controls for both master and slave unit.

**Complete stereo unit** is usually a top of the line "one-piece" unit which in a large cabinet includes both amplifiers and both needed speakers. The customer needs nothing more for stereo—just plug it in and it plays.

**Stereo switch.** Again the reminder that all stereoized phonos play monaural discs monaurally. When unit has been completely stereoized—has stereo cartridge, both amplifiers and both speakers—it plays stereophonic records stereophonically when stereo switch is in "stereo" position. When stereo switch is in "monaural" position, the customer is playing a monaural record, but getting merely greater power output and greater sound since he is, in effect, playing it monaurally through two speakers, two amplifiers.

**Add radio.** When a stereoized unit is presented as a radio-phono combination still another variety of features is possible. Some models will contain AM radio only, and it plays monaurally. Some offer AM-FM, monaurally only. Some offer AM-

## WANT TO TALK "STEREO" LIKE AN EXPERT?

Here's a glossary of 12 terms which pop up again and again whenever you begin discussing stereo sound.

**STEREO:** combining form from Greek word "stereos" meaning solid, having more than flat dimensions, 3-D; short for stereophonic. **Stereophony:** the total concept of recording and reproducing dimensional sound.

**CARTRIDGE, or PICKUP:** tiny plastic block at record end of tone arm. It holds the needle (stylus), contains generator element(s) which convert needle wiggle into electric current and pass current through wires to amplifier. Monaural cartridge has one generator element in it; three or four pins and wires. Though there are ceramic, magnetic, and variable reluctance type cartridges, mass market phonos use ceramic type almost exclusively. Latter, more expensive types, are found in high end, component units.

**FLIP-OVER CARTRIDGE:** Most mass market cartridges have two needles: one for LP or microgroove records, whether stereo or monaural, of the 33 $\frac{1}{3}$  and 45 rpm speeds; the other for old 78s. When one needle is playing, the other is tucked away out of playing position. Customer can merely flip-over the LP needle lever to get the 78 rpm needle into playing position. The 78 needle is comparatively fat: its tip being 3 mils or three one thousandths of an inch. Monaural LP is one mil; stereo LP 0.7 mil. The 78 needle will damage LP groove; monaural LP needle will gouge delicate stereo grooves.

**GIMMICK STEREO:** Phrase is applied to non-musical stereo discs, including train sounds, jet planes, ping-pong match, bowling alley, etc. These latter sounds are, however, the ideal tools for dramatically demonstrating the stereo effect. Stereophonic recording adds much to orchestral music, of course, but assumes listener familiarity with orchestral music on monaural discs.

**JACK:** Terminal point provided on the master unit of a two-piece phono into which remote speaker, or amplifier-speaker unit can be plugged. Some units contain several jacks: one for speaker; one into which tape deck can be plugged; one for AM-FM tuner. In conversion of jack-less monaural set, jack must be first wired to components within the monaural unit, then mounted to accept plug from remote add on pieces.

**BALANCE:** Some master units with dual channel amplifiers have one set of volume and tone controls which work simultaneously for both stereo amplifiers. Balance controls raise the level of one speaker only while diminishing the level of the other. Where second amplifier is in the remote unit, the remote unit has its own separate set of controls. To "balance" the left and right sounds, listener must adjust master and slave units separately.

**DUAL CHANNEL:** Dual channel, or two track, or stereophonic record groove has two different sound wiggles cut into it. Monaural, conventional, single record has one. **Dual channel amplifier** is really two amplifiers mounted on a common chassis. Some stereo phonos contain a dual channel amplifier in their master unit. With these the remote unit necessary for stereo reproduction contains only the second speaker.

**DIRECTIONALITY, or "PING-PONG EFFECT":** The two speakers necessary to reproduce stereo sound should be placed 6 to 10 feet apart. When they are, and listener is properly positioned in room, he will hear certain parts of the stereo disc from one speaker; others from the other — the left half of orchestra from left speaker, etc. Directionality is lessened when recording is a vocal or when musical group is a small combo or solo instrumentalist. Further, unless listener is in room and in position, stereo effect is lessened. Stereo effect in living room won't be heard from the kitchen.

**HUM and RUMBLE:** These are distortion sounds which interfere with recorded sound. Hum is caused by inadequate separation of channels and is a danger in some ac-dc units which use 3-pin wiring, one wire being common to both channels, instead of four pins giving each channel its own two wires. Rumble is caused by turntables which are not sufficiently sensitive to the up and down needle motion required in stereo reproduction.

**LATERAL:** The side to side motion (of a needle) in the horizontal plane. Vertical: up and down motion. Monaural grooves cause needle to wiggle side to side only. There is no up and down motion in monaural reproduction. In stereo, needle motion is actually combination of both side to side and up and down motion.

**WESTREX SYSTEM:** Westrex, or 45-45 system for cutting stereo records is the one (of several possible methods) that all segments of the record-phonograph industries adopted as the standard in order to eliminate simultaneous marketing of 3 or 4 kinds of stereo goods.

**STEREO RADIO:** Radio stations in some 20 markets in the country now provide — at certain listening times in a day — stereophonic broadcasting. As the stereo disc does, radio stations split the sound of an orchestra into right and left sounds, send one leg over AM, the other over FM. With AM-FM tuners in combination with stereo phonos, — or with two radios, one AM, one FM — listener receives and recombines split sound as in stereo disc reproduction. **Multiplexing:** Much newer, and more complex, broadcasting technique still in development does similar split broadcasting too, but sends both legs over same FM channel, requiring special reception equipment or adapters.

MORE▶

## **STEREO** the industry hopes for a new boom

FM which play either monaurally or can also receive both legs of stereophonic broadcasts now being offered in some 20 radio markets.

Tops of some lines also include stereo phono-radio-TV combinations.

**Add tape.** With stereo phono-radio units at top of their line, some manufacturers also include tape units. These play either stereo or monaural tapes. Most record monaurally only.

**"100 percent stereo"** means the manufacturer is producing no monaural units in his 1959 phono line. All models have been stereoized to one of the above degrees. However, some makers have not gone 100 percent stereo. Some include monaural units at each level: portable, consolette, console, etc. Others keep their portables monaural and stereoize from there up.

**Remote units.** All makers offer an assortment of remote units which match in size, price and styling their master units. Each single channel master has a remote amplifier-speaker unit which matches it

in output, styling, color; each dual channel master has a remote, matching speaker. Prices of the slave units vary as do the master units. A low end portable has a low end slave, etc. Slaves start at \$9.95 and go all the way up.

### **How Much Will Stereo Cost?**

If there is a rule of thumb, it is this: Last year's monaural model, stereoized with extra speaker and amplifier, this year will cost about 50 percent more than it did last year. The \$200 monaural console of 1958 as a complete stereo unit for 1959 retails at about \$300. The customer, however, has a variety of cheaper slaves if he chooses not to match the speaker-amplifier ratings of the master.

The typical "wired for stereo" unit and some single channel "equipped for stereo" units may cost no more than last year's monaural counterpart—or as little more as \$10.

It is next to impossible to generalize on price ranges offered in 1959 lines. Because of the great variety in output, size and

number of speakers, cabinetry, styling of both masters and slave units, there are conceivably \$10 steps all the way from a \$39.95 "wired for stereo" portable to \$300 consoles; then enormous steps up to the \$2,500 super rigs.

### **The Lines Are Big—But Not Unwieldy**

If the above range of goods seems an incredible inventory nightmare, it is not really. It is only slightly more complex an assortment than was offered last year when remote speakers first became common.

Further, it is only fair to say that the manufacturers merchandised their stereo lines in this way in order to protect the dealer—and themselves—against both the boom and the flop of disc stereo. If stereo discs flop, the stereo phono buyer has himself a better changer, a more sensitive pickup, more output, more speakers, a better monaural system—even though he may be slightly unhappy about it all. If stereo records boom and cut sharply into monaural record sales (as happened in just two years of the tape business), the 1959 stereo phono buyer is on his way to smooth stereo transition without the cost and problems of converting a brand new monaural unit to stereo.

Although stereo offerings in the 1959 lines may appear confusing, things could have been far worse. The varied segments of the home entertainment industries re-

*(Continued on page 84)*

## **CONVERSION: IS LAST YEAR'S HI-FI OBSOLETE?**

One of the worries brought on by the phono industry's rush to stereo is the status of monaural phonos. Dealers and distributors—and consumers too—might wonder if last year's monaural, in the home or in inventory, is as useless as yesterday's newspaper.

Answer: the monaural set can be converted and made into a stereophonic master unit to which slave units like those marketed with the 1959 lines can be added.

The manufacturers are offering a variety of conversion kits which range from about \$29.95 to over \$100. Some are simple; some elaborate.

Basically what must be done is to stereoize the changer and provide a jack, setting the unit up for plugging in of a second amplifier-speaker. This job should be considered a service job to be done by the dealer, by the distributor, or by a qualified service man, although some marketers of conversion kits present the job as simple enough for the consumer to do in his own home.

Wiring is the key job. The monaural cartridge, which has two pins and uses two wires through the tone arm to the amplifier connection point, must be replaced by a stereo cartridge which has three or four pins (depending on maker) and uses three or four wires.

Once wiring to amplifier and jack is completed and stereo cartridge has been slipped into place, the monaural unit is now "equipped for stereo." At this point of stereoizing, the unit will still produce only monaural sound. Stereo cartridges cannot reproduce stereo records stereophonically unless the system has the second amplifier and speaker. Without these latter components, only part of the sound on the stereo record is picked up and reproduced.

And, remember, a stereo record is not compatible—which means that a monaural cartridge will not play it properly and may even gouge out the two delicate tracks in the stereo record's groove, rendering a \$6 or \$7 record useless.

In converting to stereo, the monaural changer must be further adjusted. The monaural tone arm tracks too heavily (force of 9 grams and up) for stereo discs which are designed for about 6 grams of needle force. Some changers can be easily adjusted by shifting tone arm springs to another notch position.

Some changers require motor and turntable adjustment, too.

Some kits are designed to cover all the above adjustments. Others provide simply stereo cartridge, extra wires, connection (to amplifier) plates, jack and cable, and

instructions on proper installation procedure.

At least one manufacturer will be recommending total replacement of monaural changer with new stereoized changer.

Some kits offer a second amplifier to those customers already having remote speakers and offer controls for governing it from the master unit.

Some makers also offer pre-amplifiers which will permit certain TV sets (those with hi-fi sound systems) to operate as the necessary second amplifier-speaker.

Remember these facts in talking conversion and compatibility:

A monaural record can be played on any set, with either cartridge, monaural or stereo—it may even sound better with a stereo cartridge.

A stereo record should be played only with a stereo cartridge. A monaural cartridge would probably damage the stereo record.

Finally, once you've substituted a stereo cartridge for the monaural cartridge in your old set you can play either monaural or stereo records—but even a stereo disc will sound monaural until you add an extra speaker and amplifier. Then, and only then, will you be able to play a stereo record and get a stereo sound.

Just remember this rule: the stereo cartridge is compatible; the record is not.



Birmingham dealer K. P. Elwell wanted to build a reputation in hi-fi.

So he spent \$621.40 on a stereo promotion. The result?

He moved 20 pieces of merchandise, grossed \$6800 and netted nearly \$1600.

That's why Elwell can claim that

## HE'S ALREADY MAKING MONEY \* ON STEREO

By BILL McGUIRE



ON an investment of just \$621.40, K. P. Elwell established his Birmingham Appliance & Radio Company as one of that Alabama city's very few key stereo and high fidelity outlets.

He did it with a unique, four-phase promotion that sold 20 pieces (all at list) for a dollar volume of \$6,847, a gross profit of \$2,395, and a net (after the cost of the promotion, plus \$175 for delivery and projected service of units sold) of nearly \$1,600.

In addition, the activity gave Elwell a pure hi-fi mailing list.

The week-long promotion was composed by the dealer and his store manager, M. M. Victory (in conjunction with the local RCA Victor distributor), and played against the colorful background of Birmingham's 13th annual Festival of Arts, three weeks of civic-sponsored operas, concerts, plays, fashion shows and art exhibits.

Designed to pioneer stereo, while selling chiefly hi-fi, the activity combined content, continuity and coverage.



### ELWELL'S BALANCE SHEET

WHAT IT COST		WHAT IT PRODUCED	
A stereo concert	\$333.20	Sales of 20 units	\$6,847
A stereo simulcast	86.00	Gross profit	2,395
An open house	102.20	Less cost of promotion	621.40
A movie trailer	100.00		1,773.60
<b>TOTAL</b>	<b>621.40</b>	Less delivery and service	175.00
		<b>NET</b>	<b>1,598.60</b>

It consisted of four distinct, yet closely related elements: (1) a public demonstration of stereophonic sound; (2) a broad, home demonstration of stereo by simulcast; (3) an open house for individual demos of both stereo and hi-fi; and (4) a strong windup in the form of a movie trailer over the store's signature.

MORE ▶



**HE'S ALREADY MAKING MONEY ON STEREO** CONTINUED

# Elwell Combined These 4 Elements

## 1 THE KICKOFF . . .

### A Stereo Concert for \$333.20



**E**LWELL and Victory kicked off their promotion at a prestige level with a free public concert in stereo, held in a theatre and firmly tied to the Festival of Arts. The concert was built around RCA's new Mark I, three-unit combination stereo player, recorder, phonograph and AM-FM radio, the only set of its kind in Alabama at the time (a fact fully played up for prestige before and during the event).

In the theatre lobby the store displayed, live for demonstration, almost the entire RCA Victor high fidelity line—15 pieces, from a \$75 portable 45 to the \$825 Mark II console.

Onstage was the Mark I (Elwell's property), loaded with a factory-furnished stereo demonstration tape. To the 75 people who had braved the extremely cold weather, a distributor salesman delivered a stereo pitch, then played the tape. Dealer Elwell secured a mailing list through registrations for a door prize, an AM-FM radio.

As the concert ended, announcement was made of the activity's second phase—the simulcast.

Cost of the concert to Birmingham Appliance & Radio broke down this way: a full-page announcement ad, \$192.50 after co-op; an eight-inch follow-up ad, \$7.70

after co-op; dealer cost of the giveaway radio, \$33. To this must be added \$100 as Elwell's cost of installing and servicing for a year a hi-fi sound system donated to the theatre in the store's name. Total: \$333.20.

## 2 THE FOLLOW-UP . . .

### A Stereo Simulcast for \$86



**O**N a Saturday afternoon, three days after the concert, Birmingham Appliance & Radio sponsored a unique simulcast, in which both tracks of a dual-track tape were broadcast simultaneously, one transmitted as the sound to an RCA TV film in color, the other over AM-FM radio.

The show started "live," with an announcer using two mikes in a brief description and demonstration of the principle of stereo, and suggesting the correct spotting of TV sets and radios for optimum home reception. Then came the film, "Listening to New Dimensions in Sound." The major part of the sound track accompanying it had been taped in stereo, and was transmitted as stereo.

Next, the announcer came back on camera to break another traffic builder—a consumer contest to find a slogan for the store, hi-fi oriented, with a table radio as prize. The program ended with an announcement of Phase 3 of the promotion—a hi-fi and stereo open house to be held at the store on the following day, a Sunday.

The simulcast cost Elwell \$75 in radio-TV time after co-op (based on a special station rate, since this was the first simulcast to originate in Birmingham). The dealer's cost of the slogan contest radio was \$11. Total:

# Into a Successful Promotion

\$86. The station handled newspaper advertising for the event over its own signature, and gave it numerous TV and radio spots at no cost to the store.

## 3 THE SELL . . .

### Demos and Dope at an Open House for \$102.20



ABOUT 85 consumers attended the Birmingham Appliance & Radio Company's open house in sub-freezing weather to hear stereo and hi-fi, and learn more about them.

In the store's high fidelity salon, the spotlight was on the Mark I. Around it was grouped the majority of Elwell's hi-fi and stereo stock—nine phonos worth \$2,360 at retail; five stereo units with a retail value of \$1,840; and assorted auxiliary speaker enclosures. Though all were demonstrated in the course of the open house, the distributor salesman who helped stage the affair worked primarily with the Mark I.

Elwell's office was converted into a second listening room. There, a stereo console was linked to a hi-fi console for stereophonic demonstration.

All the people got was music, but that was plenty. Birmingham's Sunday blue law prevented Elwell and Victory from selling at the open house, but they were free to tab prospects for fast follow-up beginning the next day.

Directly off the open house, the firm sold the Mark I; four stereo-hi-fi packages; six hi-fi "modular groupings" of player, bench and record rack; and five individual high fidelity pieces.

The dealer's cost for the open house included \$38.50 as his share of a 40-inch announcement ad run two days ahead; \$43.70 after co-op for a second 40-incher run on the morning of the event; and \$20 for in-store placards. Total: \$102.20.

## 4 THE WRAP-UP . . .

### A Three-A-Day Movie Trailer for \$100

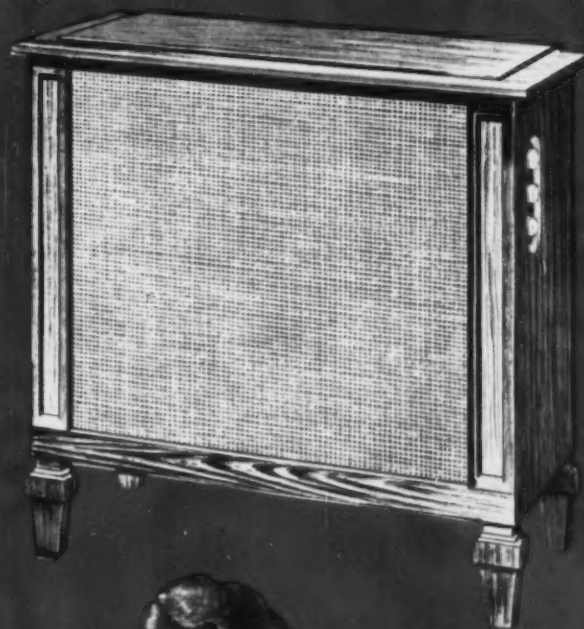
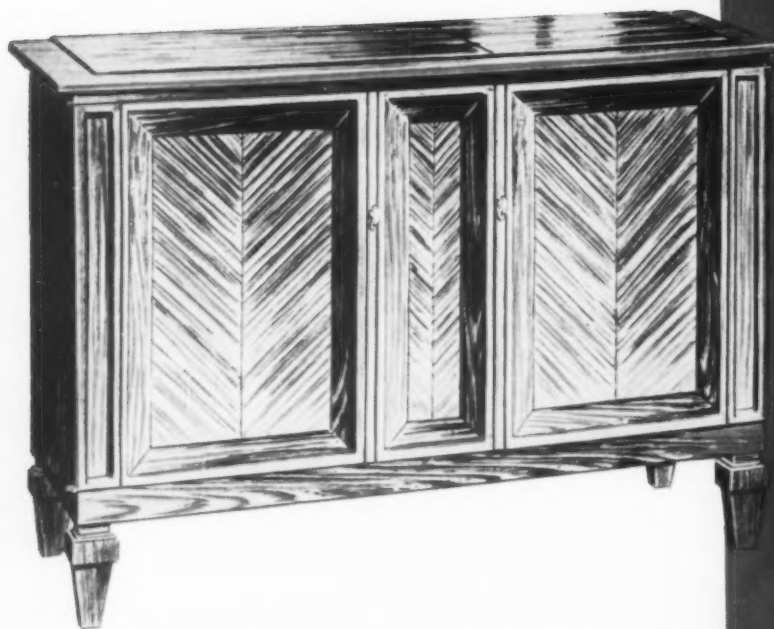
A FINAL broad burst of coverage in the identification of Birmingham Appliance & Radio as a true hi-fi and stereo headquarters was secured by a one-minute movie trailer with sound track, which had been co-opped to Elwell for \$100.

His contract guaranteed the trailer a minimum run of three exposures a day for the two weeks of the feature picture's initial engagement, plus all holdover days. As a tie-in, the store displayed a hi-fi console in the theatre lobby, playing the background music from the film's sound track.

Final costs of the promotion included \$75 for delivery of units sold, and \$100 to cover projected service and educational calls.

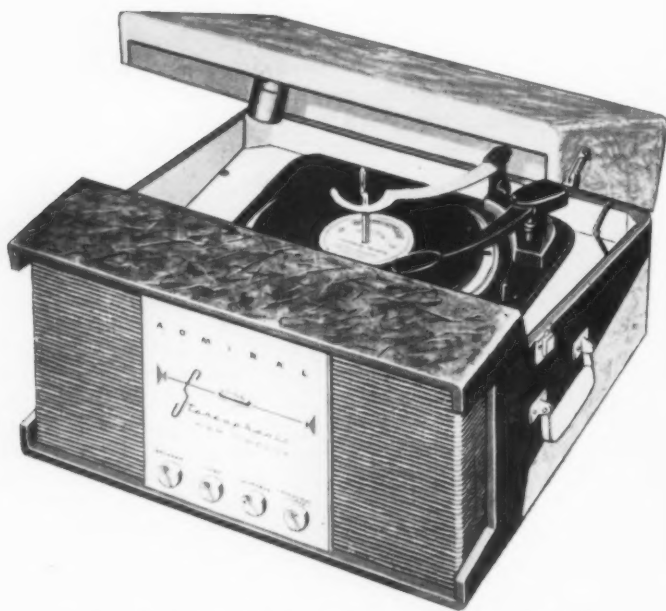
From every angle, this activity scored well for the store. Under the firm's name, it introduced stereophonic sound to Birmingham on a major scale, laying firm groundwork for future sales. But it also sent enough cash into Elwell's register to more than pay its way.

Here's how the dealer sums it up. "This thing went over because instead of just pioneering stereo, we brought hi-fi into it and put profit into our pioneering. When stereo really comes to Birmingham, Birmingham will come to us . . . and we'll be selling hi-fi in a big way during the interim period." *End*

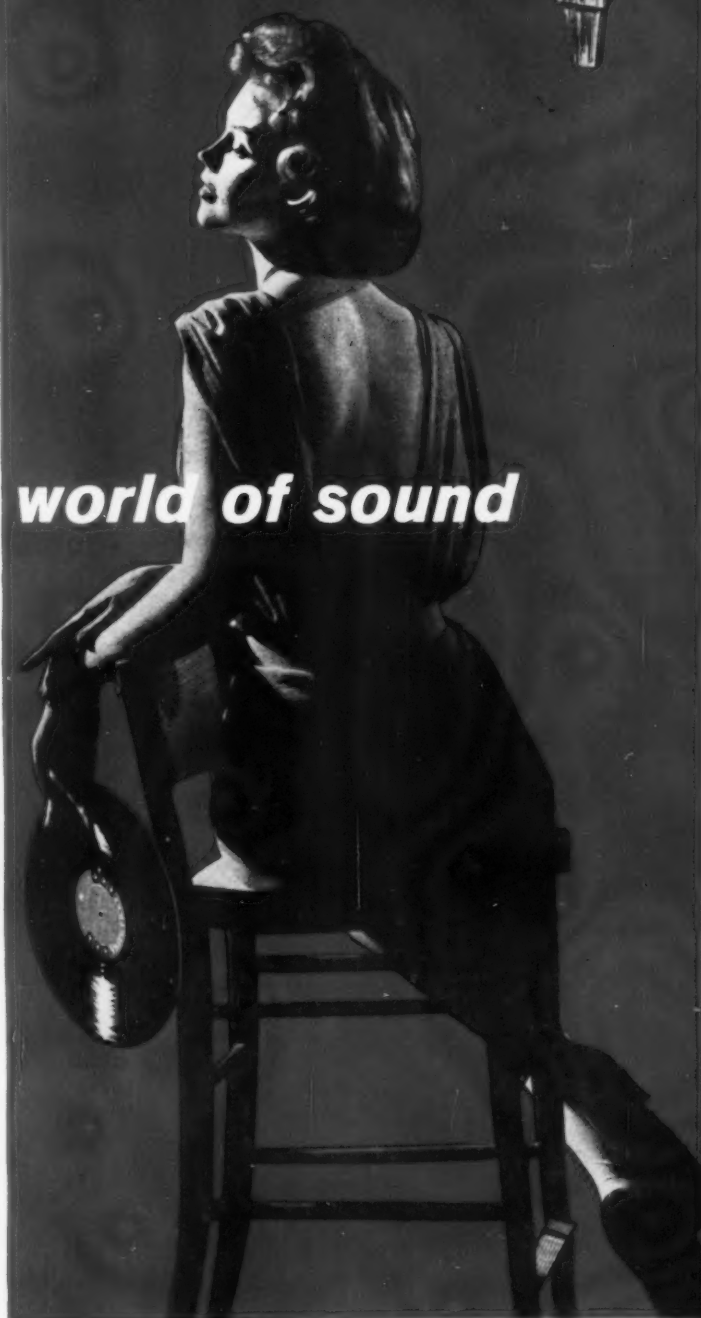


Italiana Series. The Titian, Model 671, FM-AM Dual Channel Stereophonic High Fidelity. Two cabinet ensemble. Golden Twin Stereo Sound Systems. Italian provincial styling in genuine walnut veneers. Fawn brown finish. 3 basic models in Italiana series available in cherrywood, soft fruitwood brown and pumice finishes.

## ***Announcing a new world of sound***



Portable Series. The Clarion, Model 601, Dual Channel Stereophonic High Fidelity. All-in-one. Golden Twin Stereo Sound Systems wide angled for true stereo. 2 giant speakers. Stereo pick-up cartridge. Modern Pyroxylin covered luggage type wood case. Two-tone blue-grey and white.







Americana Series. The Imperial, Model 664, FM-AM Dual Channel Stereophonic High Fidelity. All-in-one. Exclusive wide-angled Golden Stereo Sound Systems. Contemporary styling. Rich mahogany, blonde oak, or sierra walnut veneers. A decorator's triumph in luxurious design! 6 basic models, also including 2-cabinet ensembles.

## Announcing a new world of sales with new 1959 dual channel Admiral STEREO

New concepts in  
sound and styling!

2-cabinet ensembles—  
all-in-one units—portables!  
All true stereophonic!

The first really complete line of true dual channel Stereo—and with prize-winning styling! 10 outstanding models including ensembles with 2 cabinets, all-in-one units, and portables! Every new Admiral Stereo Phonograph is compatible. Plays both the new stereo records and the regular hi-fi records!

Admiral brings you the truest of Stereophonic sound because it has the exclusive Golden Twin Stereo Sound Systems. They flood the room with stereo sound that surrounds the listener. With the all-in-one cabinets the same effect is accomplished with Admiral's exclusive *wide angle* stereo development. Top quality components authentically reproduce every note. Here's big ticket merchandise with big profit markups. You can't call your Admiral distributor quickly enough!

MARK OF QUALITY THROUGHOUT THE WORLD



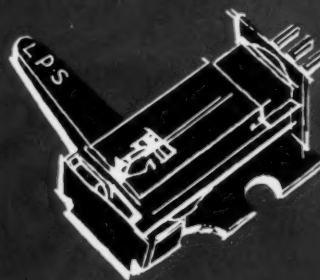
### NEW MASTER CONTROL PANEL

Lighted slide-rule dial. FM, AM and AFC controls. Fletcher Munson type loudness control. Record compensator, separate bass and treble controls.



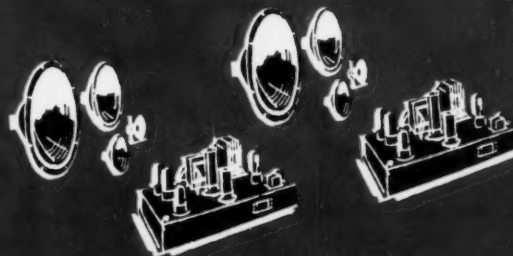
### NEW ADMIRAL-BUILT 4-SPEED RECORD CHANGER

Heavy duty 4-pole motor. Intermixes all size records of same speed. Featherlight tone arm. Extra heavy, perfectly balanced turntable.



### NEW STEREO CERAMIC CARTRIDGE

High compliance to minimize record wear. Perfectly compatible for new stereo records and regular hi-fi records, too.



### NEW GOLDEN TWIN STEREO SOUND SYSTEMS

Two matched amplifiers with up to 30 watts audio power. Eight perfectly matched speakers. Two giant 15" woofers, two 8" speakers for low mid-range and two 5 1/4" speakers for upper mid-range, and two 3 1/2" tweeters.

SOLD IN 90 COUNTRIES... MANUFACTURED IN THE U.S.A., AUSTRALIA,  
ARGENTINA, BRAZIL, CANADA, ITALY, MEXICO, PHILIPPINES, AND URUGUAY

# Admiral®

**We asked 40 small town California dealers . . .**

# **How Do You Make Money on Hi-Fi?**

From their answers **ELECTRICAL MERCHANDISING** has drawn this provocative picture of the problems and potentials of the retailer who wants to sell hi-fi but who serves a town of less than 20,000. Here, too, you'll find a summary of the tried and proven techniques of a dozen successful small town dealers.

**By HOWARD J. EMERSON**

## **What's So Different About A Small City Market?**

### **Here are the problems:**

No two small cities are quite alike . . . There aren't enough prospects for shotgun selling methods . . .

### **Here are the answers:**

The small city dealer has many advantages over the medium and large city retailer in developing his hi-fi business profitably—if he first learns his limitations.

The small city hi-fi dealer is least troubled by price cutting, has no outright discount houses as competition, is not big enough to be pressured by distributors. On the other side of the ledger, the small city dealer must sell to all his market, and know what that market is—there aren't enough prospects to permit the dealer to choose which segment of society he wants.

He can't replace customers, he has to resell them.

Nevertheless, if the small city dealer has enough customers to support an appliance, TV, record or music business, he has a good market for hi-fi.

Most important to the small city dealer going into or expanding hi-fi is a knowledge of his market. The hi-fi potential and characteristics may be much different than he has experienced in selling white goods. But they will be close to what he knows of the market's taste and purchasing power from his early days in TV. How closely he must know his market is emphasized in a look at two dealers in small cities 45 miles apart.

Jansen's, Watsonville (pop. 19,500) serves a well-balanced market which presents special problems which the store is meeting—Eller's, Santa Clara (pop. 18,000) has an unbalanced market presenting special problems which Clarence Eller has learned to meet.

In Watsonville—center of an agricul-

tural valley, supplemented by food processing and packing industries and supported by the requisite commercial enterprises—Jansen points out ". . . we have to reach all ages, all economic brackets, all social and racial backgrounds. There is no one segment big enough for us to serve as hi-fi specialists." In Santa Clara, where a sleepy mission town has mushroomed with post-war factories, Eller's serves a market overbalanced with young families in the income group of semi-skilled workers or technicians.

Each of these dealers is successful in hi-fi, using approaches suited to their markets. Jansen's stocks and displays hi-fi in limited quantities for each economic and age group—ready to sell the cannery owner or wealthy rancher a \$1,000 setup, the middle class anything from \$299 to \$699, and the limited purchaser in the lower brackets. In addition, he goes heavy on portables because of the teenage balance in the market. In further understanding of his small city market, Jansen



even goes heavy on short-wave portables and low-priced communication receivers to meet the needs of Mexican nationals who take them back after their temporary work period in the U. S.

Eller's is light on hi-fi consoles from \$299 up, heavy on the \$125-\$199 models—his market buys as much hi-fi as Jansen's, but it buys it in a narrow price range which Eller has to provide for.

## Must I Carry Full Lines, Multiple Brands To Get Small City Hi-Fi Trade?

### Here are the problems:

Contained market precludes wild buying with dumping of surplus ... Display space is at premium ... Working capital must always be used judiciously

### Here are the answers:

The small city dealer can't emulate his big city brother in stocking hi-fi. There are known limits to the small city dealer's market. If he overbuys and then has to unload a quantity through price cuts, he is selling at no profit to people he can't replace as prospects for profitable sales later.

Hi-fi buying by the small city dealer must be planned carefully, the experienced ones say, because hi-fi isn't the store's major effort or profit producer—display space for hi-fi is necessary and justified, they point out, but not at the expense of refrigerators or washers.

You can do a profitable business in hi-fi in a small city with a minimum of \$2,000 of stock, an average of \$3,500—a consensus of successful dealers shows.

Bill Curnow in Sonora (pop. 2,750) does an outstanding job in hi-fi. He carries four national brands—RCA-Victor, Motorola, V-M and Zenith, presents an attractive, selling display with an investment between \$2,000 and \$2,500. His method is simple—he floors the full line of one brand, plus the "hot" items of the three other brands. He visits each distributor's showing, picks those models which he knows will move well in his particular market area. Sonora is located on the slope of the Sierra Nevada Mountains in the historic '49er gold country of Angels Camp, and Confidence.

There is a feeling among many small city dealers that they must carry as many brands as possible to take advantage of the national advertising of manufacturers—and while this contention can be proven by logic, many dealer find it disproven on "air books when investment and turnover are figured. Against the "all brands for all people" theory are these two dealers:

Eller's in Santa Clara has found from its experience that too many brands con-

fuse the prospects. Clarence Eller says that in the small city most prospects come to you because they believe in you, they want to respect your judgment, but they want you to *have* some judgment. If you have similar models of several brands and recommend one, the customer wonders, or even asks, "if this is the best why do you carry the others?" No matter what you reply, says Eller, your story is weakened.

Behind the contention of dealers who feel that a small city operation can be profitable with limited brands is their feeling that: (a) no one brand of packaged hi-fi (with the exception of a limited franchised line) has yet captured the public's fancy to the point where a dealer must have it or lose a sizeable chunk of business; (b) no one brand is as important, at this stage in the acceptance of hi-fi, as the local, small city dealer's reputation for his past sales of TV, radio, appliances or music, or as important as the demonstrations given by his hi-fi customers to friends and visitors in their homes.

## How Can I Demonstrate In a Small City Store?

### Here are the problems:

Hi-fi must be heard as well as seen to be sold ... Small city dealers already are cramped for space ... Prospects like to be alone for a short time

### Here are the answers:

Your sales from just "stocking" hi-fi seldom will make the investment worthwhile, experienced dealers point out. Only a

program of display and demonstration tailored to your store can move even a minimum hi-fi stock before the model year changes.

But, it is obvious in visiting scores of small city dealers that providing a good display area and providing for effective demonstration is a more serious problem than selecting brands, judging inventory or arranging promotions. Already the small dealer's walls are bulging, his floor looks like an obstacle course.

Dealers are trying to overcome these problems. In Tracy (pop. 9,500), Don-El's has built a "demonstration room", a partitioned area about 8- by 8-feet in size, for its Philco hi-fi. While hardly bigger than a quiz-show isolation booth, it houses three medium priced sets, serves its purpose of giving prospects a chance to be by themselves with music, away from store noises, traffic sounds, and the blare from sets being tested.

Many RCA-Victor dealers are making their color TV demonstration rooms a dual purpose demonstration room. In many small stores there are still small rooms or alcoves built years ago for TV demonstration which are now being adapted to hi-fi.

Behind these dealers search for a separate area for hi-fi are three problems, the first one peculiar to the small city dealer: (a) The radio-TV service department is a vital traffic builder and necessary to the store's profit structure—so it is frequently located in the rear of the store without partitions, or in the same place with partitions that are hardly sound proof. To operate the department, radios and TV have to be noisy. This is death to the hi-fi demonstration; (b) Hi-fi prospects want time to themselves to consider hi-fi, to compare sets, and to talk pri-

**MORE▶**

### "Needle" Needle Customers To Get More Hi-Fi Sales

By offering to check the condition of phonograph needles, and by stocking a complete line, MacDonald's in Los Gatos is able to locate a sizeable number of good prospects for hi-fi. It works in two ways:

- When a customer comes in for a new needle, or to have his checked under a microscope, MacDonald's staff is able to tell from the needle the age of the phonograph. If it is more than a couple of years old, or is a very cheap one that is being heavily used, the staff handles the transaction and then offers a demonstration of the latest Hoffman and Webcor hi-fi's on display. If the customer is on the books, or is qualified satisfactorily, he may be offered a chance to try the new

hi-fi at home in comparison with the machine for which he wanted the new needle.

- To hold onto these needle buyers, and to keep them prospects for new hi-fi, MacDonald's staff keeps a record of all needle purchases with the name and address of the purchaser. Regularly these names are checked, and about one year after the purchase of a needle the customer receives a letter from MacDonald's mentioning that it has been a year, that it is easy to forget, that needles have been wearing out all this time, and that it would be wise to bring the needle in for a check-up. The customer is advised that the price of diamond needles has dropped considerably.



## How Do You Make Money on Hi-Fi?

CONTINUED

vately about what they can or cannot afford; (c) Prospects prefer a private, or at least quiet, place to talk to the dealer or salesman.

Gene Koenig, Valley Appliance, Livermore (pop. 5,000) knows those three points only too well—and until he gets larger quarters, he can't do a darn thing about them at the store. But he is selling Zenith hi-fi profitably. After a minor qualification of the prospects, he suggests that anyone interested in hi-fi try the set at home. He offers them a few LP's to use, whether or not they have records at home. (He doesn't know the condition of the prospects' records, doesn't want the hi-fi to suffer from the poor quality, age, etc. of unknown records).

### Can I Afford To Promote Hi-Fi In a Small City?

#### Here are the problems:

Small city dealers don't get big chunks of co-op . . . TV time is too expensive, local radio may have a selective audience

#### Here are the answers:

Small city retailers do some of the best jobs of promoting hi-fi—and they do it at little expense and seldom resort to price promotion.

While most hi-fi promotion in cities from 75,000 population on up is directed to pre-sold audiences with much emphasis on "my price is lower" and "buy from me instead of my competitor", the small city dealer is compelled to accomplish three basic jobs with his promotions: (a) Develop an interest in hi-fi among the peo-

ple in his territory; (b) Establish his store as the hi-fi headquarters and authority for the community; (c) Establish contact with everyone so that he can convert the interest in hi-fi to a desire for a set.

More than one method is being used by small city dealers to accomplish these jobs. Successful user of the in-store "hi-fi concert" is Burdick's, Santa Cruz (pop. 19,500). But, says Burdick, this familiar method of exposing the public to hi-fi must be used two ways to get maximum effectiveness:

- The "Buy It Now" promotion in which the public is invited for a special hi-fi event, and from which Burdick expects and gets immediate orders. With the store arranged with chairs for effective demonstrations, Burdick's object is to create heavy traffic to which he offers special prices on the hi-fis he'd like to clear out, or which he bought for this event. The necessity for this type of promotion, he says, is to reach a certain number of people and "get them off the dime"—people who've been sold on hi-fi by him, by other dealers, by advertising, by friends, but who've put off buying. It is a promotion which cannot be run frequently in the small city, says Burdick, because it would drain off too much business at low margins and would tend to establish the store as a cut-price house.

- The "Remember Me Later" promotion, in which the public in general, or a special group, is invited to the store for a demonstration which will serve to create an interest in hi-fi, to establish the store as hi-fi headquarters in Santa Cruz County, and to create brand association. Usually these are tied around Burdick's featuring of the Magnavox line. No spe-

cials are offered, no direct attempt is made to make sales at that time. All the dealer can expect, says Burdick, is that these demonstrations will get more people thinking about hi-fi and that when the time comes for action they will think hi-fi-Magnavox-Burdick's at the same time.

Curnow's in Sonora has used the in-store demonstration effectively several times. He, too, has more than one approach. Occasionally he will advertise "hi-fi demonstrations by factory experts", bringing in one or more distributor salesmen to man their sets on his floor. At first he offered free prizes and refreshments—gave the idea up quickly when he saw that it attracted mostly freeloaders. This type of promotion supplements Curnow's other methods of establishing the store as hi-fi headquarters, it strengthens his brand identification, it produces a few sales, increases the number of potential sales—and it costs practically nothing.

Highly effective at Curnow's last winter was a hi-fi "concert by invitation". Its effectiveness came from Curnow's timing and showmanship. He sent out 1,000 engraved invitations to a "hi-fi and stereo concert" to be held on Sunday just after church hours. The formality of the engraved invitations and the Sunday timing was carried throughout the period of the promotion.

Another successful promoter of hi-fi since back in the component days, is Jansen's, Watsonville—but Jansen cannot hold in-store demonstrations to large crowds because of space limitations. So Jansen and his three sons have been taking the hi-fi to the large crowds. They have demonstrated hi-fi to local organizations at meetings or special events. Usually a 15-20 minute presentation is made, using the more spectacular types of hi-fi record. Then, if the group wishes, the equipment is used to provide background music for the rest of the meeting.

(Continued on page 70)

### Putting Records On Hi-Fi Contract Adds To Profits, Holds Customers

The purchaser of a hi-fi set at Abernante's, Monterey, Calif., is encouraged to put \$40-\$50 worth of records onto his contract. He may take with him only those selections which he wishes then, and leaves the rest of the \$40-\$50 as a credit for future record purchases.

This arrangement has advantages for both the customer and the dealer:

- The customer goes home not only with the hi-fi set he has wanted, but also with the records he has been wanting for some time. The combination not only makes the purchaser happier, but it insures Abernante's of a customer who will

pass around the word of his satisfactory dealings with the store.

- Adding this sizeable record purchase to the contract increases Abernante's profit—even doubling it on low-priced hi-fi sets.

- Because the customer does not have to take the whole volume of records with him, he keeps coming back to the store, setting for himself a pattern of record shopping that will be an asset to Abernante's long after the initial credit is used up. And on these regular visits, the hi-fi customer is exposed to Abernante's TV lines, musical instruments, etc.

- When the customer uses up the

credit which he established at the time of his hi-fi purchase, Abernante's automatically puts him on open account so that his shopping habits for records and his exposure to other products is not interrupted.

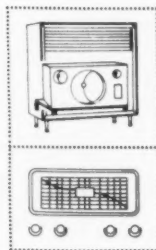
- Offering to put the records on the same contract with the hi-fi helps to sell up the customer—if he had been mentally holding back a few dollars to use on records for his new hi-fi he can now put those dollars into a better instrument. The difference in monthly payments will be hardly the cost of one record, he notes, and with this arrangement he can shop to his heart's content right away.

The  
newest  
thing  
in Hi-Fi...  
**Hoffman**

Stereophonic  
"Floating Sound"

Now Hoffman adds the full tonal panorama of stereophonic sound to famous "Floating Sound" hi-fi! You can offer stereo with the Hoffman you sell now—or it can be added later in a matter of minutes. Hoffman offers two stereo units, in table model or console cabinet, decorator-designed in hardwood finishes to match the hi-fi units.

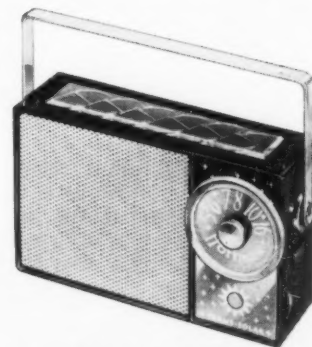
Only Hoffman high fidelity has all these deluxe performance features: Famous "Floating Sound"...separate brilliance control...new Garrard Record Changer with reluctance pickup...both diamond and sapphire needles...record compensation...super-sensitive AM-FM Tuner...transistorized pre-amp...powerful 30-watt amplifier with exclusive Frequency Display Scope.



**Exclusive "Floating Sound" Speaker Chamber** encloses speakers in solid mahogany, mounted on springs within the cabinet, completely isolated from other components.

**30-Watt Amplifier with Exclusive Frequency Display Scope** lets you change bass and treble settings visually. You "see" what you like best to hear!

**only radio of  
its kind on earth!**



The new HOFFMAN Trans-Solar Radio is equipped with the same solar cells that keep the voice of Navy's Vanguard alive long after conventional power sources have failed. Provides free power from the sun!

The Trans-Solar Radio has 6 transistors, push-pull audio output and earphone jack for "private line" listening. In six stunning decorator colors. Priced to compete with transistor sets of comparable quality!

**Show Hoffman  
and you'll show profit!**

**Hoffman**

*quality leader in home entertainment*

Write or call your distributor or Hoffman Electronics Corp., 3761 So. Hill Street, Los Angeles 7, California now!



## SPECIAL REPORT RADIO AND HI-FI

Heart of Aber's tape recorder merchandising program is this shelf on which up to 14 units are set up and ready for instant demonstration. Remote speakers are housed under shelf and by merely plugging recorder into proper socket the unit can be played through as many as four speakers at one time. Total cost for demonstrator unit: \$100



# This \$100 Display Sold 150 Tape Recorders

Demonstrations are the secret of Lyle Aber's success with tape recorders and in his Boulder, Colo., store he has proved that you don't have to spend a lot of money to build a versatile and effective demonstration center for these units

**P**USH button merchandising is the way Lyle Aber, appliance dealer in Boulder, Colorado, describes a simple selling system effective enough to sell 150 tape recorders a year.

Aber, who owns two stores in the Colorado university town of 22,000 population, admittedly knew nothing whatsoever of tape recorders, either monaural or stereophonic until June of last year. Both of his stores were selling what Aber thought was a satisfactory volume in phonographs, even high-fidelity models, but Aber had never dipped more than cursorily into the tape recorder field. Between January 1 and April 28 of this year, however, he sold

33 stereophonic sets in five major brands, averaging better than \$300 per unit, plus 15 monaural tape recorders, which can be easily converted for stacked tape in the future. Added to this highly pleasant volume was the sale of at least 20 remote speakers amounting to around \$75 to \$80 per unit.

### How He Got Started

"It all began when I was visiting a Denver distributor, buying other lines," Aber explains. "While I was in the showroom, the distributor called attention to the fact that V-M was offering a trip to Las Vegas for appliance dealers who sold a set quota

of tape recorders during the next 60 days. We signed up for the necessary tape recorder inventory, used some aggressive selling methods, and by the end of three weeks, I had met the quota. On my next trip into Denver, the distributor suggested that my assistant manager might like the Las Vegas trip as well, and sold me another two dozen recorders to make a stab at it. By the time the 60 days had closed, we had not only oversold our quota by some 15 tape recorders, but had convinced ourselves that here was a bright new profit source."

Aber has developed a workmanlike, efficient sales program aimed at selling "the way a prospect enjoys it most."

### A Simple Display

First, scoffing at the notion that it takes a complex electronic display layout, replete with many mixers, control panels, tweeters, and woofers to demonstrate sound effectively, Aber invested approximately \$100 in a "push button" demonstra-



tion system. This is a waist-high shelf, 15 feet long. Displayed along the shelf, where they are always loaded with tapes and ready for immediate demonstration, are nine stereophonic tape recorders, and three or four monaural types representing five top manufacturers. Inset in two compartments below at knee level are eight speakers, which at first glance, appear to be simply a display of remote speakers which are offered as accessory equipment to tape recorders. Actually, each of the speakers is connected to one or more of the tape recorders above, so that any of the tape recorders plays through at least two speakers and as many as three or four, if desired. There is no intricately multiplexed control panel, however. The cross-connections are simply made by plugging jacks from one socket to another. Two small amplifiers, permanently mounted on the shelf, provide for "special effects" where desired. Finally, a big 15-foot long electrical outlet bar runs along the shelf behind the tape recorders, to supply power to all of them at once. Simply pulling a single bayonet plug out of the wall cuts the entire power source and insures against damage to the tape recorders by careless customer handling.

#### Demos Are The Key

"Instantaneous demonstration is the most important point of the program," the Colorado dealer says. "Of course, we mention our complete lines of high fidelity tape recorders in weekly newspaper ads. Very few prospects walk in in response to such advertising, however. Experience has taught us that the best route to profitable tape recorder sales is to grab a prospect on the sales floor as soon as any interest is registered, start a demonstration going instantly, make our sales

pitch there and then, and continue working on him, until he makes up his mind."

A trump card is the huge stock of stereophonic tapes which Aber's carries in both stores, amounting to more than 500 selections, shown in a wall-mounted case, just above and to the right of the mass display of tape recorders. Stressed likewise is the fact that the service department is a "can-do" organization, capable of handling any sort of repair, designing music systems if necessary, converting standard single-track tape recorders to stacked heads for stereophonic sound reproduction, and similar services.

#### Following Up Prospects

Immediate and aggressive demonstration by any of five sales people, all thoroughly trained, in presenting the tape recorder subject quickly, winnows the mildly-interested prospect from the "hot prospect" and once the latter classification is determined, Aber's of Boulder keep after him. Using a card file with name, address, and telephone number, the subject is telephoned once per month, with news on new recorded tape which has been received; and an invitation to come in and listen to it, plus information on whatever current "premium" is being offered to make immediate buying more attractive.

#### Good Will Bonus

This is the second factor in tape recorder merchandising, which holds true throughout all of Aber's high fidelity lines. Well content with his volume, Aber decided two years ago to shoot for a 30 percent markup on all of his high fidelity lines and to give whatever difference exists in the markup back to the customer in the form of record albums. Gifts of classical albums, or pops enabled this Colorado

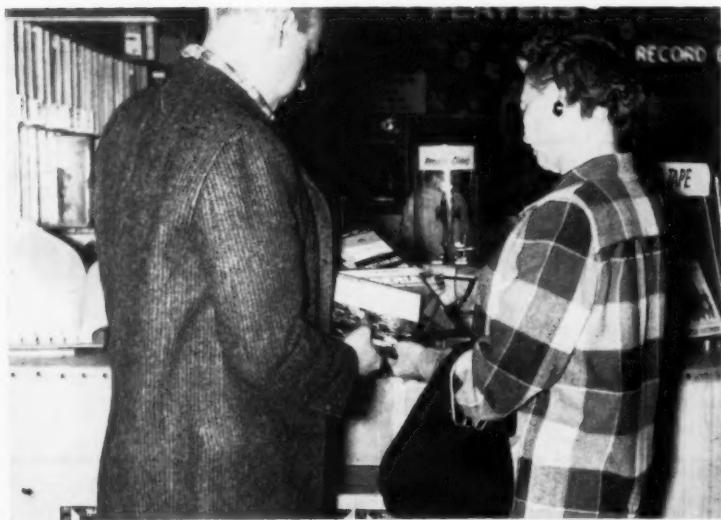
dealer to achieve a fantastic sales volume in record players through 1956 and 1957, and it has worked out just as well where \$300 tape recorders are concerned. Naturally, the premiums here take the form of albums of recorded tape. The recorded tape gift is never large enough to remotely resemble a discount on the tape recorder price, but it is a good will builder which has proven surprisingly effective.

Aber and his salesmen work just as hard to sell a \$150 monaural tape recorder, as in selling a \$350 stereophonic set. The dealer cheerfully drops down to the lower price double-track recorder since his shop is equipped to convert the unit to handle stereophonic sound in the future. Along with the \$30 conversion sale, Aber will, of course, sell at least one and probably two speakers which can amount to as much as \$135 more in the process.

#### Booths For Tough Prospects

At the rear of Aber's downtown store, there are five listening booths, which can be switched over from record demonstration to recorder-tape demonstration by a flick of a switch. Changing over the booth for two-speaker play gives the hard-to-sell prospect an opportunity to listen protractedly to recorded tape before he makes up his mind. However, for each customer who has been sold on this arduous basis, there are at least a dozen sufficiently charmed by stereophonic sound, projected through the \$100 demonstration set up, to sign on the dotted line there and then.

"There isn't any magic to selling this sort of equipment," Aber concluded. "Our formula has been simply to build a reputation for the best in record players, records, high-fidelity tape recorders, and make it easy for the customer to understand why." *End*



Bonus for customers is payable in free tapes, an adaption of scheme used by Aber in selling hi-fi phonos. He settles for a 30 percent markup on unit, gives the customer records worth difference between this figure and the selling price. Bonus acts as good will gesture but is not large enough to be construed as a discount.



Second key to Aber's success with tape recorders is the store's wide selection of stereophonic tapes. About 500 different tapes are displayed in wall cases. Another strong sales argument is the store's skilled service department which is capable of handling any type of repair or designing complete music systems if the customer so desires.

**V-M**  
**has the**  
**stereo**  
**products**  
**your**  
**customers**  
**want**  
**and the**  
**promotions**  
**to help you**  
**sell them!**

## NEW V-M STEREO



*Contempo*

TWO STANDOUT STEREO PACKAGE  
 DEALS NOBODY CAN MATCH! COMPLETE,  
 DEALER PROMOTIONAL CAMPAIGNS

## NEW V-M

**\$480<sup>00\*</sup>**



**Stereomate Package 68SP** includes Model 568 hi-fi phono—AM-FM tuner combination, stereo cartridge, stereo cord, 12" Stereo LP record plus Model 165 StereoVoice amplifier-speaker. YOU CAN SELL THIS \$540 VALUE FOR JUST \$480!\*

**T**hese products and promotions are JUST A FEW OF THE MANY plus-profit merchandise and merchandising opportunities V-M has planned for you. They're all designed with the *dealer* in mind. The emphasis is on *stereo*, the accent on *fashions* in *high-fidelity*. V-M gives you the products people want and hard-sell help in moving them! Get aboard the V-M bandwagon NOW . . . call your V-M distributor TODAY!



# PHONOGRAPHS



*Capriccio*

V-M/Stereo High-Fidelity Phono-AM-FM Tuner Console, Model 571  
V-M/Stereo High-Fidelity Phonograph Console, Model 570

BOTH AVAILABLE IN EITHER 'CONTEMPO' OR 'CAPRICCIO' CABINET!

Here's unequalled versatility in a pair of striking decorator-designed, hand-rubbed cabinets. Sell either model in either cabinet! V-M Stere-O-Matic® changers have stereo cartridges, are all equipped to play stereo records! Superb speaker systems are driven by powerful push-pull AC amplifiers.

Model 571 'Contempo,' Blonde or Mahogany.....	\$340*
Model 570 'Contempo,' Blonde or Mahogany.....	\$225*
Model 571 'Capriccio,' Mahogany.....	\$365*
Model 570 'Capriccio,' Mahogany.....	\$245*

V-M/Portable High-Fidelity  
Phono-Radio, Model 1282

COMPLETELY WIRED FOR STEREO!

Radiant high-fidelity, crisp, trim design. Deluxe AM radio, Stere-O-Matic four-speed changer. Full-range bass-treble and volume controls.

Checkerboard Brown and Tan  
DuPont Fabrikoid®.....\$125\*



MODEL 1282

## SALES STIMULATING PROMOTIONS

MAKE THE MOVE TO STEREO WITH BIG PRICE-LEADER SPECIALS AND STILL REALIZE A BIGGER PROFIT-MARGIN THAN EVER BEFORE!

\$289<sup>95</sup>\*



**S**tereomate Package 66SP includes Model 566 hi-fi console with stereo cartridge, stereo cord, 12" stereo LP record and matching Model 165 StereoVoice amplifier-speaker. YOU CAN SELL THIS \$337.50 VALUE FOR JUST \$289.95!\*



'Vicky Vaughn Goes Steady with High-Fidelity by V-M'—A SOCK NATIONAL CAMPAIGN WITH UNBEATABLE LOCAL TIE-IN OPPORTUNITIES!

Four big color pages in 'SEVENTEEN'S "Back-to-School" issue kick off an unprecedented campaign. Join the operator of the teen-age dress shop in your town in a promotion the entire retailing industry will be talking about! • A SENSATIONAL PREMIUM OFFER! • AD REPRINTS, BANNERS, MAT ADS! • DISPLAY AND DEMONSTRATION IDEAS!

the **Voice**  of **Music**®

\*Slightly higher in the West

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN PHONOGRAPHS, TAPE RECORDERS AND RECORD CHANGERS

ELECTRICAL MERCHANDISING—AUGUST, 1958

PAGE 59



# RECORDS

## Tripled His Net

**By replacing \$4,000 worth of appliances with an equivalent inventory of records, George Coleman of Alexandria, La., not only jumped his net from three to nine percent, but also sold more appliances**

CAN record sales help a small appliance dealer? "You bet they can," exults George Coleman of Coleman & Watson, 726 Bolton Ave., Alexandria, La. "In November 1957, with record sales considered, our net profit was 9.13 percent. A year before, without records, we netted 3.28 per cent."

The success of the store's record department has been a happy thought from a financial point of view, to say the least. But its addition has had a flock of other advantages:

First, it created considerable store traffic. A lot of teenagers come in, but it's been a surprise to the dealer that adult buyers are plentiful—more people who can afford appliances.

Second, with records paying a good share of his profits, Coleman can afford

to pass up non-profitable white goods sales that he previously couldn't afford not to take.

Third, by replacing \$4,000 worth of appliances with \$4,000 worth of records, Coleman is drastically cutting the danger of obsolescence since the bulk of records are either exchangeable or carry return privileges. And there's no service involved in records, nor is credit a problem, since customers usually pay cash.

What's involved in adding a record department?

First of all, space must be devoted to an adequate stock and must be displayed in lighted racks. These racks should be waist high to allow for browsing. At least two listening booths should be provided. To accomplish all this, Coleman believes a minimum of 500 square feet is

required. In his own store, the dealer utilizes 600 square feet, but this includes a demonstration room that is sound-proofed and contains the higher priced consoles. In a pinch, this room, as well as several of the portable phonographs, can be used by record buyers to hear their selections. Remodeling cost Coleman \$2,200.

### Good Record Girl Needed

A second need before selling begins is a good record girl, one who knows musical terms and can supervise the department, from sales to inventory.

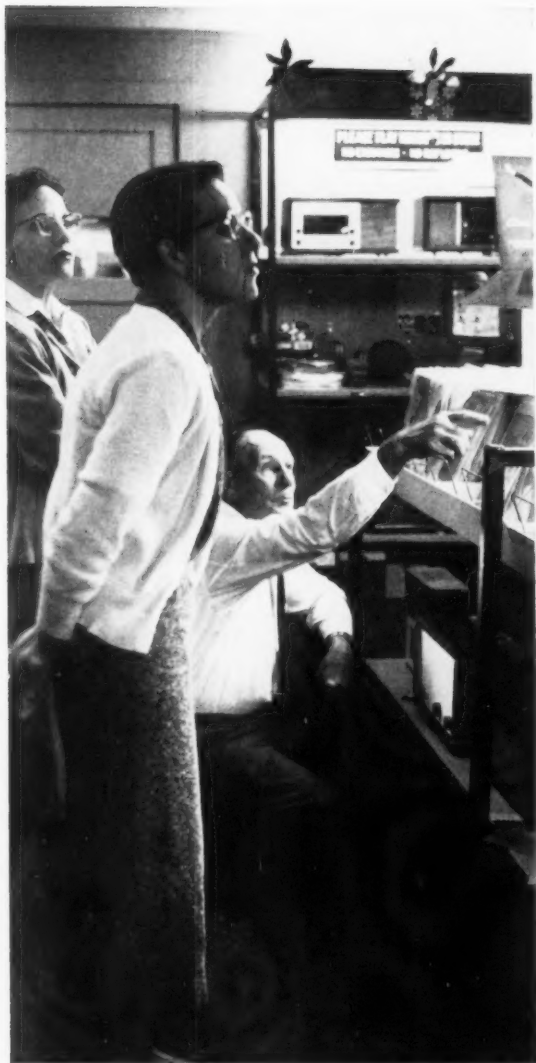
Once assured of adequate space and a good record girl, the next step is planning the stock. Here, your record girl can help but the most important person for the dealer is his record salesman. The bulk of sales will be long playing records of 45 rpm albums and it's the record salesman whose judgment in the beginning will determine the basic stock. Although 45 rpm single records are not guaranteed, only the top 20 or 30 selections as determined by a radio station poll are stocked. If these do not sell,

*(Continued on page 75)*

RECORD department occupies about 500 square feet of space at back of Coleman and Watson's premises and \$4,000 record stock replaces

appliance inventory of equal value. December, '57, record sales were close to \$4,000; white goods amounted to a total of only \$2,500.





ADULT traffic has increased measurably in Coleman's store since he put in records, and has effectively exposed more people to white goods. This factor, in itself, has meant additional sales for the store.



LISTENING booths are a must, says Coleman. He has two like this one, can also use his hi-fi demonstration room during periods of great activity. He credits records with a \$3,000 increase in his December, '57 volume.

CLOSEUP of record department shows lighted shelves, which, with sound absorbing ceiling and other fixtures, cost Coleman \$2,200 in

remodeling charges. He currently puts at least half of his entire advertising budget into records, including the use of direct mail.





# Symphonic Presents

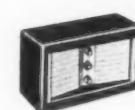
## A COMPLETE NEW LINE OF



New high fidelity stereo portable series includes this smart 4-speed automatic model 1522 with matching speaker-amplifier system model 225.



New high fidelity stereo table series includes this chairside convertible 4-speed automatic model 1532 with matching speaker system model 285.



New high fidelity stereo portable series includes the handsome all leather 4-speed automatic model 1526 with matching speaker system model 265.

For 1959 . . . Symphonic, originators of high styling in portable phonographs, offers more performance features . . . wider choice of rich two-tone colors . . . larger selection of styles . . . greater values in every price range. All table and console models are constructed of extra thick genuine hardwoods in all the most desired finishes.

### Symphonic All New 1959 All Purpose Portables



#### 3 & 4 Speed Portables

Model 1504 is a splendid example of Symphonic's style and value leadership. For 1959, Symphonic offers four distinctive feature-packed all-new models priced to sell from 19.95 to 37.95.



#### 45 RPM Portables

Model 1512 is a new Symphonic achievement in compact styling and color harmony. For 1959, Symphonic offers two all-new attractive models priced to sell for 39.95 and 44.95.



#### 4 Speed Radio-Phono Portables

Model 1510 is just one of the two all-new Symphonic portable radio-phonographs in the 1959 line that offer distinctive styling and exciting new features. Priced to sell for 39.95 and 74.95.



#### 4-Speed Automatic Portables

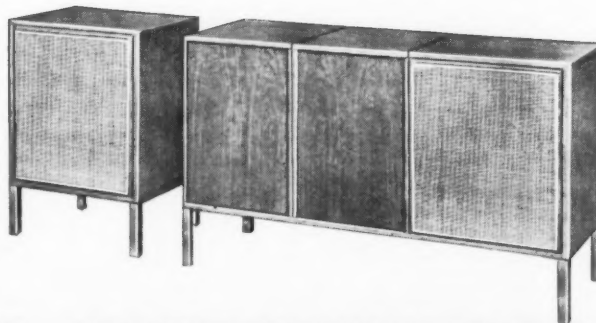
Model 1518 is just one of two all-new, extra-powered, extra feature, extra value 4-speed automatic portables. For 1959, Symphonic offers two outstanding models priced to sell for 49.95 and 59.95.

*Slightly higher South and West*



**HIGH FIDELITY STEREOPHONIC ENSEMBLE  
WITH AM-FM STEREOPHONIC TUNER... MODEL 1588**

An inspired engineering creation, a styling masterpiece. The ultimate achievement in high fidelity true-dimensional stereophonic sound. Two separate 30-watt push-pull amplifiers, 8 speakers including two 15" woofers, 20 to 20,000 cps. Deluxe 4-speed automatic stereo changer with STEREO-MONAUURAL SWITCH. Compatible stereo cartridge with Diamond LP and Sapphire styli. Functionally designed cabinet, with separate matching speaker system permits many room arrangements.



# HIGH FIDELITY INSTRUMENTS ENGINEERED FOR THE FINEST



**DELUXE HIGH FIDELITY STEREOPHONIC  
CONSOLE MODEL 15-1260**

An unsurpassed high fidelity instrument alone... a thrilling true-dimensional stereophonic ensemble with matching speaker system. Dual channel amplifier, 20 to 20,000 cps. 40-watts push-pull output. 4-speed automatic stereo changer. Compatible stereo cartridge with Diamond LP and Sapphire styli. Four speakers including two 12" woofers. In Mahogany, Blonde, Ebony or Walnut.

For 1959, Symphonic brings you the most distinguished line of compatible high fidelity true-dimensional stereophonic consoles with matching speaker systems... that offer a wider choice of styling and wood finishes in every price range.

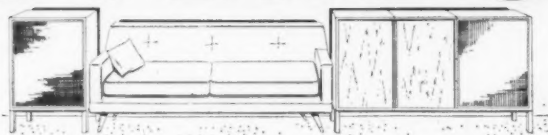


Symphonic Phonographs Are Doubly Guaranteed. 1 Year on All Tubes and Parts... 3 Months' Service.



SYMPHONIC RADIO AND ELECTRONIC CORPORATION  
COLISEUM TOWER, TWENTY-THIRD FLOOR  
10 COLUMBUS CIRCLE, NEW YORK 19, N. Y.

## TRUE Dimensional STEREO



Symphonic ushers in the new era of glorious high fidelity stereophonic sound with a line of portable, table model and console phonographs, styled for every taste and decor... engineered for perfection of sound... priced to win greater consumer acceptance.

It is with a feeling of genuine pride and accomplishment that we present the 1959 line... the most outstanding in Symphonic's history.

### Premiere Showing CHICAGO MUSIC SHOW

Red Lacquer Room, Section B

JULY 21-JULY 24

**PALMER HOUSE**

## SPECIAL REPORT RADIO AND HI-FI

Biggest single promotional technique used by C. H. Davis, Inc., to sell radios is this mass display which is kept lighted 24 hours a day. Store manager William H. Blair, above, maintains that the display "tags us as store selling everything connected with music."



# He Gets List Price For His Radios

A 30-year reputation as a quality house allows C. H. Davis, Inc., Ardmore, Pa., to ask for—and to receive full list price for every radio the store sells

By JOHN RICHARDS

**T**WENTY four hours a day the lighted storefront of C. H. Davis, Inc. in Ardmore, Pa., focuses shopper attention on a breath-taking array of 90 radio sets.

"This mass radio display is our greatest advertisement," says William H. Blair, store manager. "It tags us as a store selling everything connected with music. Our 30-year reputation as a quality house has impressed upon our customers that we sell every radio—and everything else—at full list. The only exceptions are clearance items."

### Full Stock—Full List

In business 30 years, and at its present location 15, the C. H. Davis firm stocks radios by every major maker—RCA, Motorola, Zenith, Admiral, G-E, and so on.

"You name it and we've got it," says Blair. "The only radios we won't carry are foreign makes. They're over-priced. You can go into any store and get 40 off. Nobody asks for list. So why carry radios that are kicked around? The only way we can stay in business is to get list. That goes for radios and anything else."

Radios in the Davis shop start at \$19.95. They run as high as \$250. Margins soar as high as 35 percent. Clearance models will

dip only as far as 20 percent off list.

### Sell Quality, Service

Like other quality houses, the C. H. Davis organization is not given to razzle-dazzle as much as it is to old-fashioned, solid selling.

"We try to give the customer the impression he's buying an item, rather than being sold," says Blair. "That means we've got to sell features. And we use no pressure."

Radios are not as likely to break down or reflect operating problems during an initial trial period as some of the bigger products the Davis firm sells. Nevertheless every radio goes out on approval for a week. It's part of a store policy.

C. H. Davis has a big service department. Nineteen employees in all are included, 14 of them technicians. The firm operates 12 trucks. Service and repair of radios has this great reservoir of competence to draw on. The service department makes its headquarters in a 100-foot square building in Wayne, several miles from Ardmore, in a building which also serves as a warehouse. However, the firm has created an alcove service center in the back of its Ardmore location. Here one technician takes care of all the small

jobs, supervises a stock of radio tubes and parts, and in other ways expedites the minor repairs and services connected with Davis' radio business.


### Music Appeal

Backing up radios in the C. H. Davis hi-fi departments are a host of high fidelity units, strong on those which are heavily policed. Blair cites the 28 to 40 percent margins on packaged units priced from \$129.90 to \$2600 as being good for his type operation. Phonographs from \$85 to \$150, with margins of 30 percent, are also big sellers. The firm doesn't particularly like those in the \$29.95 range. Similarly it prefers tape recorders priced from \$75 to \$350 to those cheaper units which are kicked around in the camera shops and among the discounters. Total prices are higher in the former; so are the margins, Blair points out.

The store also has a \$60,000 record department devoted largely to classics.

The character of this firm's merchandising emphasizes the quality approach every step of the way. Blair doesn't minimize the toughness of the job in a discounting era.

"We feel the impact of Korvette just 10 miles away," he says. "It shows in our record business and in our small radio business—the impulse areas. That's why we have to continue to sell at list to stay alive. From radios right down the line. The alternative would probably be to switch to a volume operation. But that would mean turning our backs on our type of quality operation—something we can't and don't care to do." *End*



The talk's  
all about

# Stereo

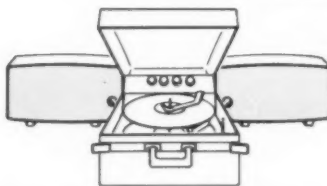
but only  
**MOTOROLA**  
has this  
unique new  
way to  
sell it!



# New Motorola® Port

THE ONLY STEREO HI-FI TO GIVE YOU IN ONE

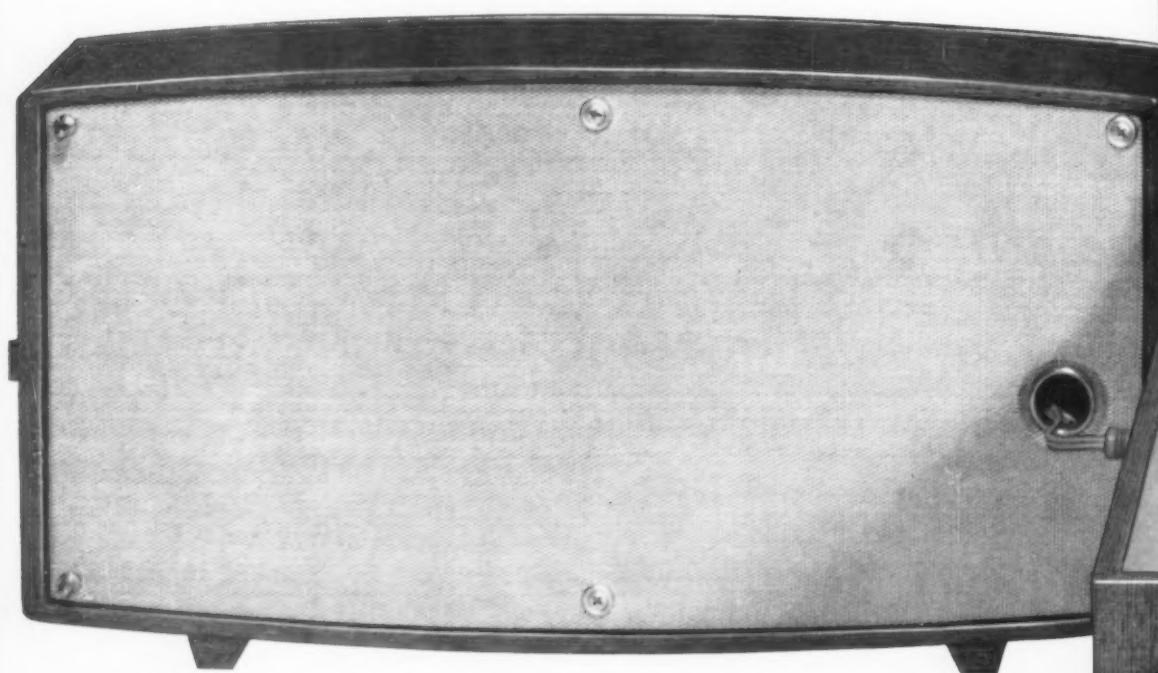
Motorola's newest salesman—so versatile you can demonstrate Stereo Hi-Fi ANYWHERE!



**Demonstrates as a Single-Unit Stereo Hi-Fi —**  
speakers attached to cabinet and opened outward.



**Demonstrates as a Twin-Unit Stereo Hi-Fi —**  
either speaker detaches from cabinet and can be placed up to 10 feet away from center amplifier unit.



**Most exciting idea since stereo was invented—**

- Deluxe, 4-speed Automatic Record Changer.
- 20 watts of power (10 for each channel).
- 4 Golden Voice® speakers (one 4" and one 6" in each detachable speaker).
- Separate Loudness, Bass, Treble, and Balance Controls.
- Stereo High-Fidelity flip-over Cartridge (plays both stereo and hi-fi records).
- Leatherlike scuffproof miracle fabric covering in Spice Brown.

**\$159<sup>95</sup>\***

Suggested retail price



# Portable Stereo Hi-Fi

ONLY COMPACT UNIT:

- ① Stereo Hi-Fi you can demonstrate in your store.
- ② Stereo Hi-Fi you can demonstrate in prospects' homes.
- ③ Stereo Hi-Fi that sells itself  
(as well as the entire Motorola line)

Here's the most exciting item in stereo hi-fi today . . . in a compact package that handles as easily as an overnight bag. It's Motorola's versatile new Model SH-12 Portable Stereo Hi-Fi. The Model SH-12 lets you demonstrate the sound quality of one- and two-cabinet stereo *anywhere* there's electricity. It gives your prospects an opportunity to decide which type best suits his personal needs . . . at your store or right in his home.

With magnificent sound and a retail price of only \$159.95\* . . . the Motorola SH-12 Portable Stereo Hi-Fi can easily become the important and profitable segment of your stereo hi-fi program as well as a step-up to larger units.

Get the complete story from your Motorola distributor today.



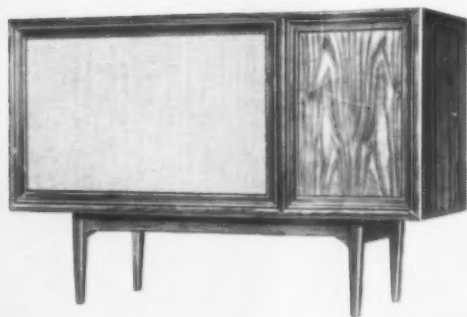
See the Motorola complete line of new Stereo High-Fidelity Phonographs  
... single- and two-cabinet styles ... retailing for as little as \$99.95.

\*Prices slightly higher South and West. Specifications and prices subject to change without notice.



# A Motorola model to fit every home—every budget!

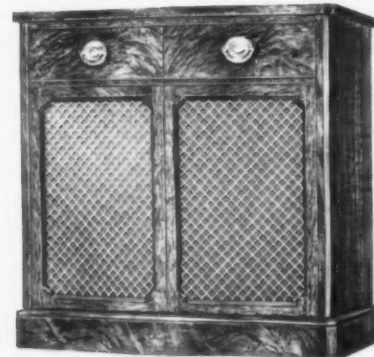
New MOTOROLA Stereo High-Fidelity in "DECLARATION", "TOURNAINE" and "TRAVIS COURT" cabinet styles by DREXEL.



DECLARATION design in genuine Walnut veneer, Model SK16. Has companion Speaker Cabinet, Model S16.



TOURNAINE design in genuine Walnut veneer with Chateau finish, Model SK17. Has companion Speaker Cabinet, Model S17.



TRAVIS COURT design in genuine Mahogany veneer, Model SK18. Has companion Speaker Cabinet, Model S18.

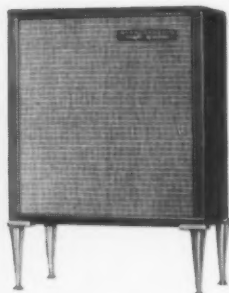
**EXTRA QUALITY FEATURES** (included in all 3 Drexel designs). 40 watts of power (20 for each channel) • 8 Golden Voice speakers . . . one 5" and two 5 1/4" and a 15" in the Master Control Unit, plus a 5", two 5 1/4" and a 10" in the matching speaker unit • Built-in AM/FM radio with Tuning Eye • Push-pull output stage • Cross-over network

• Custom, 4-speed automatic changer • Diamond-sapphire flip-over styli • On-off indicator • Lighted changer compartment • Record storage • Separate Loudness, Bass, Treble, Compensator, AM/FM tuning and Balance Controls • Solid lumber core wood cabinet.

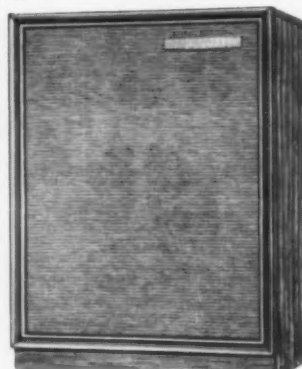
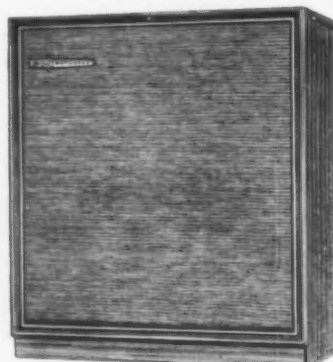
## NEW MOTOROLA STEREO HIGH-FIDELITY IN MATCHING CABINETS



**2-Speaker Console with 2-Speaker Matching Cabinet.** 4 Golden Voice speakers—one 5" and one 10" in each unit. Deluxe, 4-speed automatic changer. Cross-over network. 20 watts of power. Record storage. Solid lumber core wood cabinets. 6 separate controls. Either unit sold separately. Model SK12 Console—Model S12 Speaker Unit. In Mahogany or Blond Oak finish.



**4-Speaker Console with 4-Speaker Matching Cabinet.** One 5" and two 5 1/4" speakers in each unit, plus one 15" in Master Control and one 12" in matching unit. Separate Loudness, Bass, Treble, Function, Compensator and Balance Controls. 40 watts of power. Custom, 4-speed automatic changer. Push-pull output stage. AM/FM tuner, extra. Either unit sold separately. Model SK14 Console—Model S14 Speaker Unit. In Mahogany, Blond Oak, Walnut or Cherrywood finish.



**Portable Stereo Hi-Fi with Detachable Speakers to Retail for \$159.95.** 20 watts of power with 4 speakers—a 4" and a 6" in each detachable speaker unit. Flip-over cartridge. On-Off Indicator. Model SH12. In Spice Brown leather-textured miracle fabric covering.

## NEW MOTOROLA STEREO HIGH-FIDELITY IN ONE-PIECE HORIZONTAL STYLING



**4-Speaker Stereo Hi-Fi in One-piece Horizontal Styling.** One 5" and one 8" Golden Voice speaker at one end and one 5" and one 10" at the opposite end. 20 watts of power (10 for each channel). Separate Loudness, Bass, Treble, Function, Compensator, and Balance Controls. Stereo Hi-Fi cartridge. Solid lumber core wood cabinet. Model SK11. In Mahogany or Blond Oak finish.



**6-Speaker Stereo Hi-Fi in One-piece Horizontal Styling.** A 5", 5 1/4" x 12" Golden Voice speaker at either end of cabinet. Custom, 4-speed automatic record changer. 40 watts of power (20 for each channel). Record storage area. Separate Loudness, Bass, Treble, Function, Compensator, and Balance Controls. AM/FM tuner, extra. Model SK13. In Mahogany, Blond Oak or California Mahogany finish.



**Portable Stereo to Retail for \$99.95.** With deluxe, 4-speed automatic changer. Stereo cartridge. Golden Voice speakers . . . one 5 1/4" in detachable lid, the other in Control unit. Dual flip-over styli. Balance and Acoustinator Tone Control. Model SF11. In Brown or Blue leather-textured miracle fabric covering.



1959 Motorola TV from \$199.95\* have Stereo receptacle for use as a speaker with Motorola Stereo High-Fidelity.

More to enjoy means More to sell from



# MOTOROLA

World's Largest Exclusive Electronics Manufacturer



**You NEVER heard it so GOOD**

# NEW Arvin HI-FI FM/AM STEREO RADIO

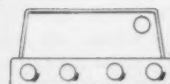


First of  
its kind...  
a new  
dimension  
in  
listening

**ONLY ARVIN** offers such a handsome stereo twosome  
—HI-FI, FM/AM, 2-speaker radio with matching amplifier-speaker

*Model 3586.* Revolutionary in sound, style, versatility—a multiple source of magnificent listening in beautiful compact form. Superb features underline Arvin quality: 9 tubes plus 2 selenium rectifiers; transformer type AC chassis; 2 harmonically balanced Alnico speakers, 5 x 7" and 4"; frequency response 30 to 15,000 cycles; separate FM/AM tuning operates simultaneously for stereophonic reception with FM connection to matching hi-fi amplifier-speaker; push-button control; phonojack; gyroscopic tuning—you can feel the difference; separate tone control; 7-watt push-pull output; handsome super-durable Arvinyl cabinet in 2-tone gray-black, \$100.00\*

Acoustically matched Arvin hi-fi, 2-speaker auxiliary amplifier for stereo reception, \$39.95\*



**SELLINGEST NEW RADIO LINE YOU EVER SAW—21 MODELS, \$16<sup>95</sup> TO \$100<sup>00</sup>\***



## NEW ARVIN 2-SPEAKER TRANSISTOR TABLE RADIO

Superior engineering, stunning looks—  
new trim, slim styling

*Model 3588.* With latest enclosed-back, lightweight, compact design, this tubeless, cordless table transistor radio is easy to pick up and carry from room to room, or on trips anywhere. Six powerful, premium-quality transistors and 2 diodes; 2 Alnico "V" 1 oz. PM speakers for rich, console-like tone; slide rule tuning dial; smart cabinet in gray plastic with patterned grille cloth. \$59.95\*



Powered by 6 inexpensive flash-light batteries in a handy snap-in, removable pack

\*Prices slightly higher for West and South

**Consumer Products Division • ARVIN INDUSTRIES, Inc., Columbus, Indiana**

Arvin also manufactures Phonographs, Electric Portable Heaters, Fans, Car Heaters, All-Metal Ironing Tables, Leisure Furniture, "Charky" Outdoor Grills

## SPECIAL REPORT RADIO AND HI-FI

A whole truckload of hi-fi sets and demonstration equipment is used by Scotty Allen when he puts on a hi-fi demonstration for groups like this. Allen himself handles a "soft sell" pitch on the equipment.



# He Takes Hi-Fi TO The Prospect

It takes time and money to set up the kind of group demonstrations Scotty Allen puts on for clubs in the Biloxi, Miss., area but he doesn't mind because the ambitious program has paid off handsomely for him in greatly-expanded hi-fi sales

**O**N the average of once every two weeks an especially-padded truck pulls up to the rear of Allen Appliance Company in Biloxi, Mississippi.

During the dusk hours following store closing, anywhere from three to eight high-fidelity phonographs, tape recorders and radio-phonograph combinations are carefully packed into the truck, along with 200 feet of extension cords, line voltage regulators, and a protected chest of records and tape recorder reels.

### From 5 to 50 Miles

During the evening, the truck will roll anywhere from 5 to 50 miles, carrying the hi-fi equipment into homes in Biloxi or surrounding communities, neighborhood community halls, lodge buildings, etc. When it returns, usually around the midnight hour to reverse the loading process, the chances are that Scotty Allen, head of the Mississippi appliance dealership will have sold two or three pieces of hi-fi equipment and laid the ground work for half a dozen additional orders.

"We take high-fidelity to our prospects

instead of asking them to come to us," Allen said. "For the last six months we have found that high-fidelity in the dealer's showrooms and in the prospect's home are two different things. Like everybody else, we partitioned off a corner of the showroom into a high-fidelity listening room. We weren't surprised when people stayed away in droves. The only logical way to sell high fidelity is to show the prospective customer exactly what he can get for his high fidelity dollar in his own home."

Naturally, it's an expensive selling program, the cost, depending upon the number of the men involved, the distances, hours of operation which are included. Consequently, Allen's sales technique has been to "shoot for the group." His best prospects are members of music clubs, women's groups, professional men's associations, or even merely circles of ten or more friends, who have both an appreciation for top fidelity in sound reproduction and the funds to buy it. When he began selling hi-fi, Allen realized his main problem was to "get high fidelity into the right homes"

and start a "keep up with the Joneses" movement.

That's exactly what the strenuous program of out-of-the store demonstration has done for Allen Appliances. With one demonstration after another, carried out on a scale which involves more than a half dozen pieces of heavy equipment per event, Allen has sold Biloxi's "first families" first. He has thus put the stamp of approval on high fidelity which has magically melted away the wall of disinterest which confronted him at the beginning. From the outset, Allen felt that if all the labor which went into moving upwards of a ton of high fidelity equipment into a home for a single demonstration created one active buyer the effort was well worthwhile.

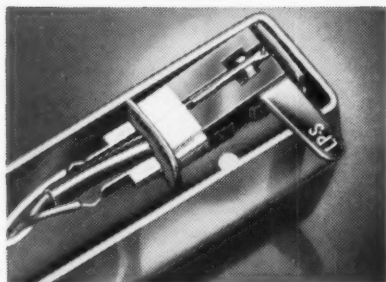
Allen's evening soirees, which invariably turn into a real social event covered by Biloxi newspapers, have produced exactly the sort of prospects the Mississippi dealer wants. For example, Allen invested \$20 to show seven types of high fidelity equipment, one at a time, to some 26 members of a local music club. The site was a palatial home on Biloxi's "Back Bay." There were four sales within the following week, and a total of 11 over a 90-day period, very satisfactory returns indeed.

### Let The Set Sell Itself

In this instance, as is usually the case, Allen followed a "soft sell" policy and "let the equipment do the talking." He led off with basic high fidelity cabinet sets using the familiar recorded ping pong game and onrushing train sounds to lead into stereophonic sound; he finished up with a simple switch panel of his own development to demonstrate the effects possible with auxiliary speakers, tone columns, etc. In between musical selections, Allen gave his listeners a brief run-down on what high fidelity actually means; using simple terms since "getting the least bit technical is usually a mistake," the Mississippi dealer says. *End*



# New PHILCO High Fidelity gives you completely compatible stereophonic sound in every model at every price!



**ALL '59 PHILCO STEREOPHONIC HIGH FIDELITY INCLUDES A DIAMOND STYLUS!** Compatible diamond stylus plays both regular and stereo records. It assures the finest sound quality, and longest record life possible.

## EVERY PHILCO HIGH FIDELITY HAS A BUILT-IN FOLLOW-UP SALE!

Philco brings you the most compatible stereo system in the entire world! And Philco offers this completely compatible stereo system in every model throughout its '59 high fidelity line! All Philco models play regular records, all speeds, plus sensational new stereo records — and all automatically! Philco's exclusive system even plays stereo records *monaurally*! Because a new Function Control Switch enables both sound tracks of a stereo record to play through one amplifier. Result, with a Philco —

your customer can start buying stereo records right away and play them right away without sacrificing sound quality.

You've got a big built-in follow-up sale in every set too! When a customer is ready to buy genuine stereophonic sound, you sell one of Philco's second speaker-amplifier assemblies and plug it in — there's *absolutely nothing* to change and nothing more to add. Here's the most advanced, sell-able stereo sound system made — and it's yours right now from Philco!

## FOLLOW-UP SALE!



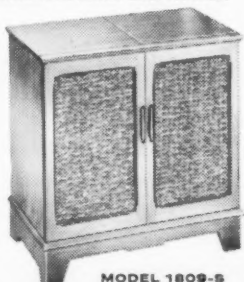
MODEL 1907-S

**Gorgeous "Miss America."** Fidelitron Sound System. 30-watts of output. AM-FM tuner with stabilized frequency control. Equipped for compatible record and tape stereo. Mahogany, blond oak or fruitwood solids and veneers.



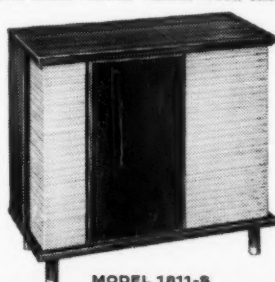
MODEL 1813-S

**New European styling.** Finest of all import styles. Completely equipped for stereo. Fidelitron Sound System. 20-watts of output. Powerful AM-FM radio. Tape and record stereo jacks. Elegant hand-rubbed walnut wood cabinet.



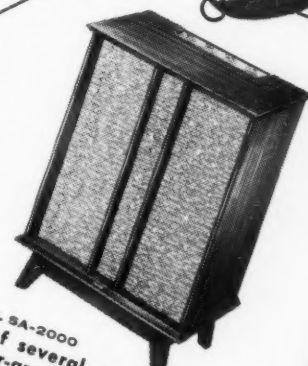
MODEL 1809-S

**Fresh contemporary provincial.** Crisp and stylish new lines. Features Fidelitron Sound System. 20-watts of output. Function Control Center. Equipped for record or tape stereo. AM-FM radio. Real walnut or blond oak cabinets.

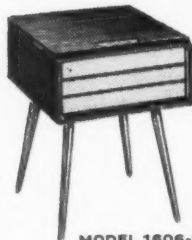


MODEL 1811-S

**Exclusive Wrap-Around Sound.** Features Fidelitron Sound System. 20-watt amplifier. Separate tape and record stereo jacks. Built-in AM-FM radio. Beautiful Function Control Center. Mahogany or walnut solids and veneers.



MODEL SA-2000  
**One of several matching stereo speaker-amplifier assemblies.** Has Fidelitron Sound System. Control center. 20-watt amplifier. 12-in. woofer. Mahogany, walnut or blond oak cabinets.

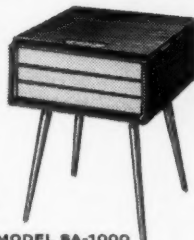


MODEL 1606-S

## STEREO TWINS

**MODEL 1606-S** is a fully automatic 4-speed high fidelity instrument with completely compatible stereo system. Has complete control center. Separate tuner, tape and record stereo jacks.

**MODEL SA-1000.** A complete matching amplifier-speaker system. Combined, these units reproduce flawless stereophonic sound. In price, performance and compatibility they're a natural for all high fidelity buyers! Expertly crafted mahogany, walnut or blond oak cabinets.



MODEL SA-1000

## FIDELITRON SOUND SYSTEM!

Heart of Philco's new sound system is the Fidelitron Sound Projector... a whole new concept in the reproduction of mid-range and high-frequency sound. It adds two full octaves to ordinary high fidelity — and, coupled with a 15-inch woofer, provides the finest balanced "sound system" ever assembled!

LOOK AHEAD... **PHILCO**  
and you'll choose



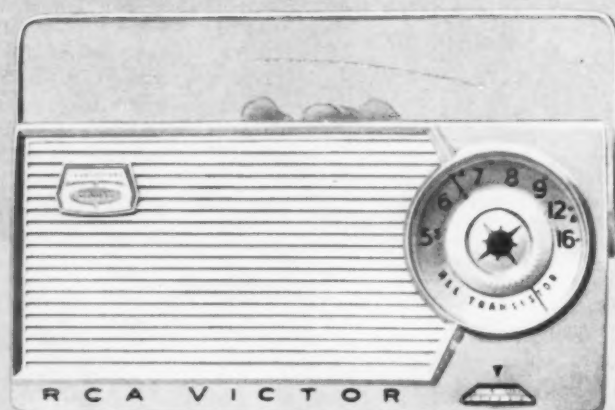
# RCA Victor announces 2 new rechargeable battery guaranteed

Plug these "Personals"...

The Transicharg Super. White, turquoise-and-white, or two-tone blue. (1872) \$39.95



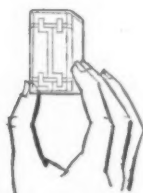
The Transicharg Deluxe. Extra-powerful. 7 transistors. Fold-away handle. Pink, green, or charcoal-and-white with metallic trim. (1873) \$49.95



## RCA VICTOR PULLS OUT ALL STOPS TO GIVE YOU THE MOST



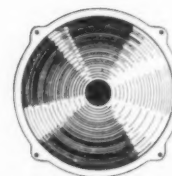
"Trap-door" loading of flashlight, mercury cells, rechargeable battery *guaranteed* 5 years used with Transichargers.



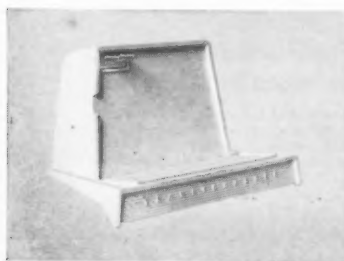
Plastic battery holder simplifies loading — you can't get batteries in backwards. Made of noncorrosive material.



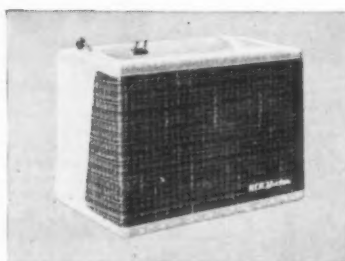
Vernier tuning and direct drive tuning on these two models assures accurate, dependable station tuning.



New super-sensitive permanent-magnet speaker — glorious "Golden Throat" tone for added listening pleasure.



Transicharger refreshes rechargeable battery overnight. Won't overcharge. Lets radio operate while charging. (RK222.)



Deluxe Transicharger converts portable into full-voiced table radio. Recharges battery. Won't overcharge. (BCS4.)

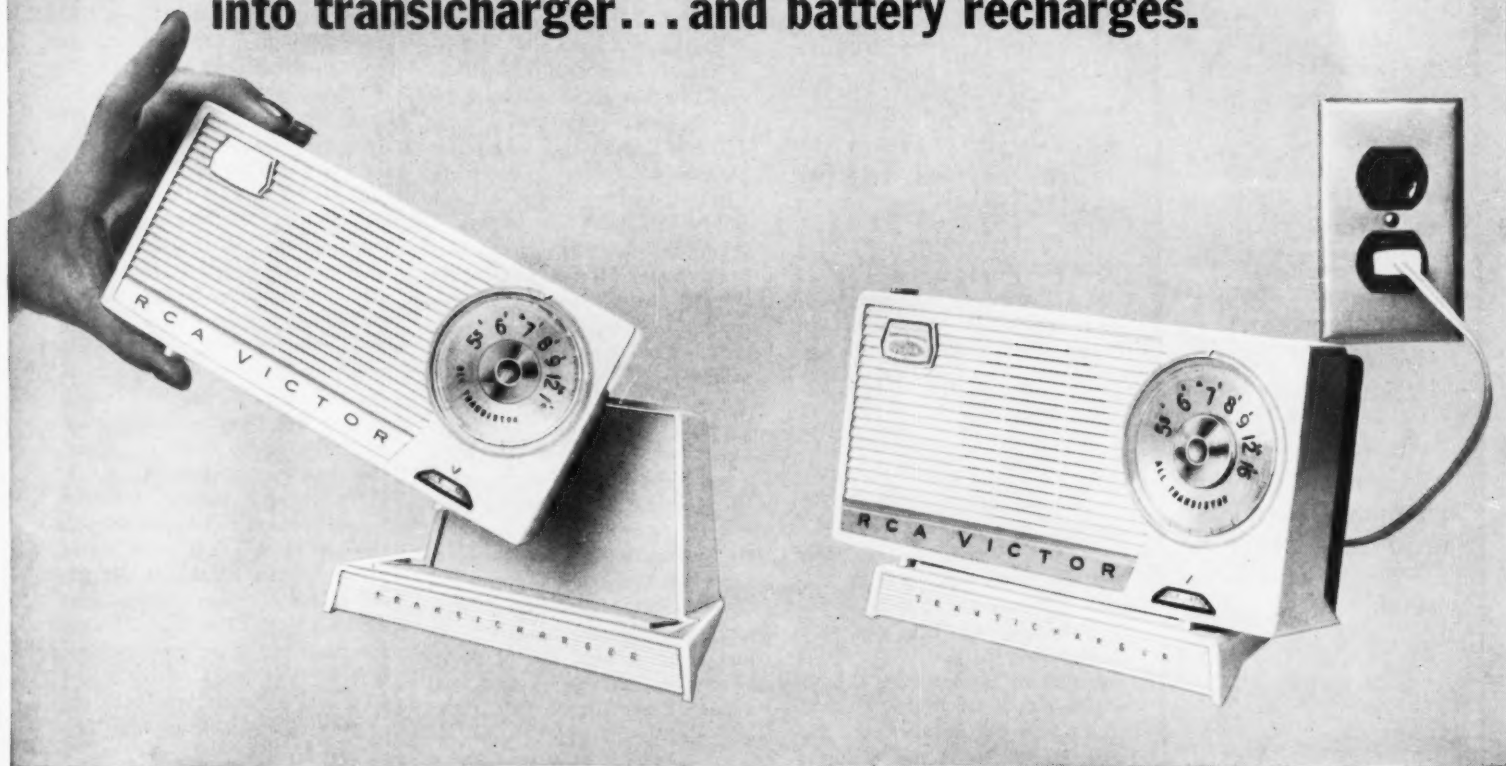
**Two special package offers help you sell! You can offer RCA Victor recharger units up to 33% off list price.**

Money talks to your customers these days. And RCA Victor really has a pair of conversation pieces for you. The package offers: every customer who buys either the new Transicharg Super or the Transicharg Deluxe would be entitled to get a companion battery recharging unit and rechargeable battery at an eye-popping savings.

**Just look!** These recharging units, the Transicharger (Model RK222), nationally advertised list price \$14.95, and the Transicharger Deluxe (Model BCS4), \$24.95 value, are now priced at only \$10 and \$17.00

# Transistor portables that play on 5 years! Priced to sell fast!

into transicharger...and battery recharges.



## SALABLE RADIOS TODAY. LOOK AT THESE FEATURES!



**Printed circuit** chassis provides greater stability in these rugged portables. There're no wires to shake loose—ever.



**Non-breakable** "IMPAC"® case won't chip, crack or break. Guaranteed in *writing* for 5 years! Why not demonstrate?



**No tubes**... newest advance in all-transistor circuit design! Brings new power to these transistor radios.



**Earphone plug-in.** Special jack for earphone attachment permits relaxed private listening. Another selling plus!

respectively—when purchased with either of these new transistor radios.

**Shout the news** from the housetops and you'll soon have a pile of green in your cash register. For here is merchandise that's salable. It has styling! And great new features! And it's priced in the range your customers are ready to pay.

**Stock up now.** Call your RCA Victor distributor *today!*

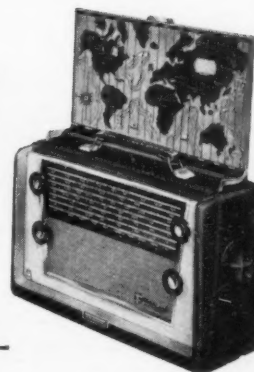


ELECTRICAL MERCHANDISING—AUGUST, 1958

### ASK YOUR DISTRIBUTOR ABOUT THIS NEW RCA VICTOR SELL-UP RADIO, TOO!

**The Strato-World III.** New 7-band all-transistor radio powered to pick up the world. Has 1 Standard AM Band, 2 Domestic Short Wave Bands and 4 International Short Wave Bands. Rich "Golden Throat" tone. Telescoping antenna. Powered by flashlight batteries. In simulated black lizard. Model 1MBT6. \$195.00

Suggested nationally advertised list prices shown, subject to change. Slightly higher for West and South. All prices less batteries. Suggest RCA batteries—radio engineered for extra listening hours.





# IF . . .

## YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

### NEW

Name .....

Address .....

City ..... Zone ..... State .....

Company ..... Title .....

### OLD

Name .....

Address .....

City ..... Zone ..... State .....



**ELECTRICAL  
MERCHANDISING**  
330 West 42nd Street  
New York 36, N. Y.

## How Do You Make Money on Hi-Fi?

STORY STARTS ON PAGE 52

### Do I Need Specialists To Sell Hi-Fi?

#### Here are the problems:

Component craze has created prospects who are technically confused—small city dealer's prospects are not usually pre-sold—limitations on brands carried requires salesmanship

#### Here are the answers:

No dealer in any city under 20,000 population showed a hi-fi volume that would justify a full-time specialty salesman concentrating on hi-fi. But, every successful dealer in these small cities pointed out that sales training and specialty selling were absolutely necessary to move a profitable volume of hi-fi.

Why salesmanship is not dead on the small city hi-fi floor is told best here not by a dealer but a salesman—a very successful hi-fi salesman. Harry Fosnaugh handles the sales of hi-fi and TV at Holman's Department Store, Pacific Grove, Calif., (pop. 12,500). His sales of hi-fi so far in '58 are 15 percent ahead of the same period of 1957—and that was ahead of '56. He reports:

"The salesman with sound product knowledge backed up by enthusiasm is still the best mover of hi-fi in the small city. A salesman with complete knowledge of his brand can so describe a hi-fi set that the instrument will pressure the prospect to buy it.

"The salesman without a product story must sell on price—so he will end up selling the low end at low profit. With a sound knowledge of the product I can justify the higher price of a good hi-fi."

Fosnaugh's observations point out a vital consideration for all small city hi-fi dealers—there is not enough business to make it possible to move merchandise on the basis of price, if any profit is expected. Training of the store's regular staff must be so thorough that any one of them can tell a product story that not only will justify the list prices on the merchandise, but will sat-

isfy the prospect with one of the two or three brands to which the small city dealer is limited.

Each small city dealer will make much use of salesmanship to achieve even a minimum acceptable volume in hi-fi, but each will do it in his own way.

In Santa Clara, Calif., Bondi's is using salesmanship to get an increasing amount of profitable hi-fi business in the periphery of a 150,000 population city which has several promotion dealers. First, the store threw out low end merchandise on which it can't compete. Then it put in a limited stock of hi-fi records. The store's whole promotion is put behind developing its big service business and acquainting the people of Santa Clara with the record department, mostly through direct mail. Then, with this traffic generated, the staff can use specialty selling to move the Motorola hi-fi to which service and record traffic is exposed. If this traffic had come in looking for a hi-fi set, the first question would have been "how much?" or "what's my price?"—and Bondi's could not have answered competitively and still make a decent profit. But, when

they come in for other reasons and are shown hi-fi they will listen to the product and to the reasons why they should have a new phonograph—before they consider price.

Salesmanship has a lot to do with what, as well as whether, the small city dealer sells. In Monterey, Calif., Lloyd Day's sells a lot of packaged hi-fi, but mostly in the bracket up to \$300—the store has found that many prospects who could be sold the \$399-\$599 hi-fi consoles, can be sold up to Ampex stereo in the \$700 and up range.

A special selling technique at St. Cruz (Calif.) Radio is moving hi-fi phonographs—and adding \$100-\$150 more per sale—at a time when interest in stereo is holding back or hurting many phonograph sales. At this store, when a prospect wants stereo, and doesn't have an up to date hi-fi phonograph, the staff pushes a "package." They advise, and sell, the customer on taking a matching phonograph to use with the stereo unit instead of the regular extension speaker. With careful selling designed not to jeopardize the stereo sale, they point out that most music lovers find it valuable to use the stereo for only the choicest music and to use the disc machine for mood music or to have freedom to hear many of the great LP's which haven't yet been re-

(Continued on page 74)

### If You Face Heavy Traffic Use Hi-Fi To Sell Hi-Fi

A stopper on the streets of Sonora, Calif., where shoppers from nearly a whole county congregate in a closely-knit business section, is the high fidelity music coming from a speaker in the ceiling over the door of Curnow's Appliances.

"Playing music" at the store front is almost as old as the radio retailing industry, but in most cases it has degenerated to the tuning of one radio station which pleases a few and alienates the rest of the passersby. At Curnow's this music is a hi-fi promotional tool.

In the first place, it is high fidelity. Curnow built in a weatherproof high fidelity speaker over the entrance when his new store was built. And this speaker is hooked to a hi-fi set.

In the second place—the program is designed to impress the public. Only records are used, and these are the latest. The program is varied, with novelty records mixed with mood music. And whenever there is a special event in Sonora,

Curnow features records tying in with it—when the rodeo was on, he featured all western tunes, for example.

Results come in three ways:

- Curnow gets delayed sales from people who hear the hi-fi while shopping, wait until convenient to come in and talk about a set. It serves the primary purpose in a small city of establishing Curnow's identity with hi-fi.

- The music produces immediate sales of records from the limited stock which Curnow carries to please hi-fi fans. When the customer asks for the record, Curnow or his staff will ask what kind of an instrument it will be played on—if it is not a relatively new one, the salesperson uses the opportunity to demonstrate one of the hi-fi's on the floor.

- Many people come in, not to ask for the record, but to ask what kind of a hi-fi is being used. How that query is handled is just too obvious.



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**You HEAR as if you're THERE**

# NEW Arvin HI-FI STEREO PHONOGRAPH



Highest "highs"...  
lowest "lows" in  
new, true stereophonic  
sound!



Model 7096

## GREATEST ADVANCE in home entertainment since TV.

Stereophonic sound means two-directional listening—the way you hear live orchestra music. You distinguish the instruments as though they were actually to left and right, as well as in front—with live realism, clarity and color. And Arvin portability means easy positioning in any room for the most life-like sound.

### All these superior features at only \$109.95\*

- 4-tube AC transformer amplifying system.
- 12 watts push-pull output, with 16 decibels of double inverse feed-back.
- 3 harmonically balanced speakers—9" x 6", 4" and 3 1/2".
- Frequency response of 30 to 20,000 cycles (beyond human-ear range).
- Separate volume, bass, treble controls.
- Ceramic Power-Point Cartridge with dual sapphire styli, interchangeable with Power-Point stereo cartridge (purchased extra).
- De Luxe 4-speed changer with 45 R.P.M. spindle.
- True-tone wood cabinet, finished in 2-tone brown and tan pyroxylin fabric, brass trim.
- Acoustically matched Arvin stereo amplifier-speaker, \$39.95.\*

## Arvin gives you the edge in a market that's on the march!

Arvin's brand new hi-fi, 4 speed, 3-speaker portable phonograph is fully engineered and equipped for stereo as well as monaural listening. For quick, easy change to stereo reproduction, the customer merely needs a Power-Point stereo cartridge and an auxiliary amplifier-speaker—and takes these three simple steps: ① Pull out the Power-Point monaural cartridge and insert the Power-Point stereo cartridge—they're interchangeable. ② Flip the switch from "Monaural" to "Stereo." ③ Plug auxiliary amplifier and speaker into stereo output jack at back. And for stereo radio reception this model can be used as a superb auxiliary amplifier-speaker by plugging the intercommunicating cable into the stereo input jack.

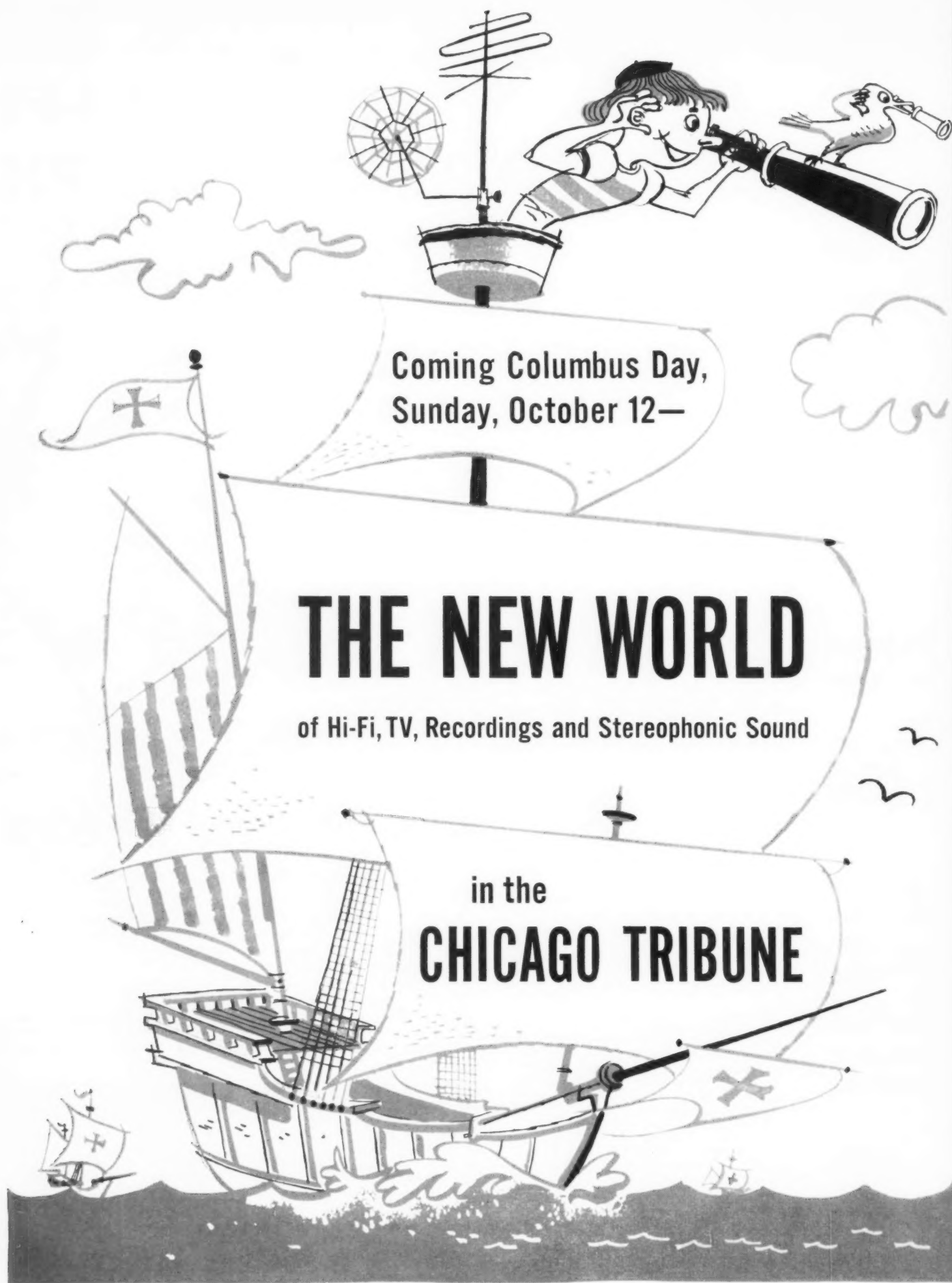
6 OTHER GREAT NEW ARVIN \$34<sup>95</sup> to \$89<sup>95</sup>\*  
PORTABLE PHONOGRAPHS

\*Prices slightly higher for West and South



Consumer Products Division • **Arvin INDUSTRIES, Inc., Columbus, Indiana**

Arvin also manufactures Home Radios, Portable Electric Heaters, Fans, Car Heaters, All-Metal Ironing Tables, Leisure Furniture, "Charky" Outdoor Grills.



Now, put the trade winds in your sales of Hi-Fi,  
TV, Recordings and Stereophonic Sound with

# SIGHT & SOUND: 1958

A sales-making supplement in the Chicago Sunday Tribune

On Sunday, October 12, the Tribune will help Chicagoans discover the wonderful new world of sound and sight merchandise. This big supplement will be packed with product information, news and pictures. Actively promoted by advance ads in the Tribune, it will create a tremendous wave of reader interest. You can ride the crest to bigger fall sales and profits!

#### Sell your biggest buying audience!

Over 900,000 families in Chicago and suburbs will be reached by SIGHT & SOUND: 1958. That's hundreds of thousands more than are reached by any other Chicago newspaper. And people prefer the Tribune! 58% named it most useful when buying an appliance, compared to 18%, 15% and 8% for other Chicago papers.

#### Zoned circulation delivers greater sales impact!

With circulation split into five zones in Chicago and suburbs, you can get extra results with advertising in SIGHT AND SOUND: 1958. Manufacturers and distributors can use the same ad in all five zones with a different dealer listing in each. Individual retailers can choose one or any combination of these five

sections to concentrate on their most profitable trading area.

#### Retailers are actively interested!

Leading Chicago retailers were checked for their opinions on this supplement—and their acceptance was highly enthusiastic. Considering sight and sound equipment as the brightest spot in the appliance field, they intend to push it—and push it hard.

Already two of Chicago's largest retailers are making plans for concerted promotions tying-in with the Chicago Tribune's supplement. To all retailers and distributors who participate, the Tribune will offer tie-in banners, pennants and other merchandising assistance.

#### Make your plans now!

Give your fall sales a jet-propelled boost by advertising in SIGHT & SOUND: 1958. Cash in on the market-wide reader interest this promotion will stimulate. Start laying the groundwork for your own tie-in promotion. BUT FIRST—contact a Tribune representative for complete details. Call him right now—today!

## Chicago Tribune

Retail advertisers: Phone SUPERior 7-0100, Retail Advertising  
General advertisers: Contact any of the following:

Chicago  
R. C. Tower  
1314 Tribune Tower  
SUPERior 7-0100

New York City  
E. P. Struhsacker  
220 E. 42nd St.  
MURray Hill 2-3033

Detroit  
W. E. Bates  
1263 Penobscot Bldg.  
WOodward 2-8422

San Francisco  
Fitzpatrick Associates  
155 Montgomery St.  
GARfield 1-7946

Los Angeles  
Fitzpatrick Associates  
3460 Wilshire Blvd.  
DUNKirk 5-3557





## INTRODUCING STEREO BY STROMBERG-CARLSON

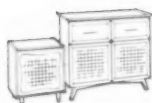
STARRING THE

### "STEREO MATES"



SA-540 2nd channel amplifier-speaker system (left); New World console (right).

See them at the Music Show  
July 21-24 . . . Room 406 in Chicago's  
Palmer House. Or write us direct  
for full details.



THE SA-540, shown with Jupiter, works with all our consoles for stereo or superior monaural sound. PLUS BUSINESS: It works with other makes, too!

Give your customers the thrill of stereo now—at low cost! Our SA-540, a second stereo channel amplifier and speaker system, combines with our "New World" console to create the Stereo Mates.

#### HERE'S EVERYTHING YOU NEED FOR PROFITABLE INITIAL OR CONVERSION STEREO SALES

**Stereo Conversion Kit** • Complete low-cost CSK-2 kit converts any Stromberg-Carlson console to stereo reproduction. Contains stereophonic cartridge with diamond-sapphire needle; all necessary cable and hardware; complete installation instructions.

**New Stereo Amplifier** • You can install this amplifier in the rear of the record-changer compartment of any Stromberg-Carlson phonograph. Master gain control regulates both amplifiers from one location. Has selector switch for monaural or stereo reproduction.

**External Speaker Cabinet** • Use it with the amplifier for a complete stereo system. It's a bass reflex type special acoustical chamber for wide-range response. Features RF-460 8-inch transducer.

The demand will be great, so call, wire or write today for full details, prices and ordering information.

"There is nothing finer than a Stromberg-Carlson"

## STROMBERG-CARLSON

A DIVISION OF GENERAL DYNAMICS CORPORATION  
1433 N. GOODMAN STREET • ROCHESTER 3, N. Y.  
Electronic and communication products for home, industry and defense



## How Do You Make Money on Hi-Fi?

STORY STARTS ON PAGE 52

### Use Hi-Fi Delivery To Get More Sales

The service department can play an important part in building a supply of prospects for the small city dealer's hi-fi business, says Bill Curnow, Sonora. Whenever possible, Curnow has every hi-fi set delivered to the customer's home—even if it is a medium priced portable or table model. On this delivery Curnow accomplishes three things:

- Curnow's insures that the customer will get satisfactory operation of the hi-fi by giving the set a check-up at the home. Although the set has been checked at the store Curnow knows that even the bumps of transportation can throw it out of adjustment.
- The delivery enables Curnow's to give the customer a second, and much more important demonstration of the changer mechanism, the tone and loudness controls. While such a demonstration was given in

the store, it was done under conditions that Curnow knows preclude it from being retained. This demonstration in the home, says Bill Curnow, has value in building further hi-fi sales. By watching the Curnow servicemen go through the routine of demonstration the customers learn that routine—and proceeds to use it when he or she show off the new hi-fi set to each and every friend and relative that visits. One sale, delivered and demonstrated in the home of a lumber company employee has so far resulted in five more sales to people employed in the same office.

- While delivering and demonstrating the new hi-fi set in a customers home, the Curnow serviceman has a chance to "case the place," note the age of the TV set, even the appliances, so that in due time the store can make a profitable follow-up with the customer.

leased in stereo. The result has been a profitable volume in sales of Webcor phonographs in cabinets matching the Webcor stereo.

In Los Gatos, Calif. (pop. 6,600) Bill MacDonald, with 32 years of experience in the business, relies wholly upon salesmanship to keep up his excellent volume in hi-fi. Advertising and promotion are of little value here in a market isolated geographically, but accessible to two metropolitan markets. Knowing that most of his regular customers—some second and third generation—will consult him before buying hi-fi, he concentrates on short lines of two brands, the Hoffman consoles and deluxe Webcor portables. He feels that by putting his complete faith and enthusiasm in these two non-duplicating lines only, and backing them up with his personal reputation and the store's long time record of service, he can sell any prospect.

Hi-fi markets differ, and so must the selling techniques. Eller's in Santa Clara, Calif., has found it a mistake to start showing the most expensive hi-fi first and then moving down to meet the purse of his prospects. He found that several customers, having been brought down from a \$600 job to the \$300 or \$200

hi-fi they could afford were "walking," going to another dealer and buying the same lower priced hi-fi. Price was not the factor, Clarence Eller found on investigating—it was a case of "saving face." The couple did not want to admit to Eller that they couldn't afford the high priced model. *End*

### Sell in Comfort



**THEATRE CHAIRS**, the deep-cushioned comfortable type, were installed in the hi-fi department of Skinner, Hirsch and Kaye, San Francisco. Once seated, prospects receive the sales pitch in relaxed, sales producing surroundings.

## Records Tripled Net

STORY STARTS ON PAGE 60

Coleman will, on occasion, mark them down as sales leaders.

"Remember one thing," Coleman points out, "when you deal with established record distributors, whose records have proven popularity, you are probably going to get exchange or return privileges with nearly every 33 and 45 album you buy. Therefore, it's unlikely that a salesman will stock poor sellers. He knows the market in general and can get you started, but you'll need to learn to help him in the future, since every time you write out special orders you're just adding work as well as expense."

### Check Inventory

That's what makes an inventory system so important. In Coleman's case, he let his record salesman, record girl and a friend who is well informed on classical music help select his initial stock. Once in, each record was given a 3 by 5 card in a master file. The date of purchase, number on hand, and when sold are religiously entered on this card.

The advantage of Coleman's file system is three-fold: it allows him to check quickly on a request if he can't locate the record in question in the rack. With browsing customers, it's easy for records to be returned to the wrong rack. Also, the dealer can check a particular record's popularity and turnover. This, in turn, helps determine reorders. Finally, should the dealer be busy when the record salesman comes in, the salesman can use the file to bring the stock up to date.

### Buy Light

In buying records, Coleman adds one point: Buy light; set a limit as to quantity of any one record you plan to sell. You never know when popularity will drain off and it's better to have a sizeable variety and reorder a few of the more popular items if necessary. Base multiple orders on your own previous experience in selling that particular record.

Record advertising is co-oped and Coleman has not had to increase his advertising budget to pay for record advertising. He simply shifted emphasis to devote 50 percent of his money to records, 50 percent to white goods.

End

STEREO  
STEREO  
STEREO  
STEREO'S  
HOT...



AT THE  
N.A.M.M.  
SHOW  
PALMER HOUSE • CHICAGO  
SUITES: 941W,  
942W, 944W

and

**GRUNDIG** *Majestic*

*is first again among the imported hi-fi lines with a complete range of sensationally new SELF-CONTAINED STEREOPHONIC DISC & TAPE MUSIC INSTRUMENTS. See, Hear, Thrill to Grundig Majestic Stereo...the line designed with your profit in mind!*



*Majestic*

INTERNATIONAL SALES division of the Wilcox-Gay Corporation  
743 North LaSalle Street, Chicago 10, Illinois • 75 Sedgwick Street, Brooklyn 31, N.Y.

# *The newest sound in* General Electric

**H**ERE are instruments acoustically engineered for the ultimate in listening pleasure. Years-ahead styling and advanced performance characteristics make these new General Electric full fidelity phonographs outstanding values—at prices everyone can afford. All have four-speed turntables with automatic shut-off; play records automatically or manually and intermix 10 and 12-inch records of same speed.

*See these new G-E Phonographs at the Music Show in Chicago, Room 973W, Palmer House, July 21-24.*



Model RP1110

**Automatic Four-Speed Portable.** An unbeatable combination! General Electric full fidelity sound and a low, low price. Handsome, two-tone blue pyroxylin-coated fabrics cover a strong wood case. Acoustically contoured grille of high-impact polystyrene. Ceramic cartridge with sapphire-tipped dual styli. Volume and tone controls. Model RP1110. **\$69.95\***

**Stereophonic Four-Speed Portable.** Compatible Stereo/Monaural cartridge with sapphire-tipped dual styli. Stereo jack. Twin 5¼-inch Dyna-power speakers. Loudness and continuous tone controls. 45-rpm spindle included. Model RP1120, Cocoa and beige. **\$89.95\***

**Matching Speaker/Amplifier Unit** (Not Shown) for Model RP1120. Acoustically balanced for complete Stereo. Model AS2. **\$39.95\***

\*Manufacturer's suggested retail price. Slightly higher West and South. Specifications subject to change. General Electric Co., Radio Receiver Department, Bridgeport 2, Connecticut.  
†Except Model RP1110.



# music Stereophonic<sup>†</sup> Phonographs



Model RT1231

**Stereo — Musaphonic Series.** Musaphonic means true fidelity—with all the richness in sound and tone you expect of a phonograph carrying the General Electric symbol of quality.

**Stereo-Musaphonic with Stereo/Monaural Cartridge.** Compatible cartridge with diamond and sapphire styli. 10-watt high fidelity amplifier; external speaker terminals. Twin 8-inch speakers. Separate bass, treble and loudness controls. Tuner input jack, pilot light. 45-rpm spindle and tapered matching hardwood legs included at no extra cost. Hand-rubbed matched veneers. Model RT1230. Mahogany. **\$149.95\***  
Model RT1231. Blond Oak. **\$159.95\***

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



Model RT1230



in person . . . in displays . . . in advertising . . . in special promotions . . .

**HOW  
MANY  
TIMES  
HAVE  
YOU  
ASKED  
FOR  
THE  
ORDER  
LATELY?**



**get  
the goods  
and then  
go get  
the sale !**

Let's face it—the honeymoon is over! The word “sell” is back!

And don't blame the times! You're living in a growing America! Between now and 1975, there will be more people . . . more jobs . . . more income . . . more production . . . more saving . . . more research . . . and more needs than ever before in our history.

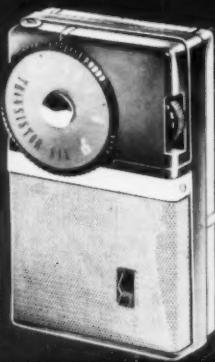
The business is there! BUT . . . *you* have to go get it! It might take a little personal attention. It might take a special promotion or store display. It might mean more—and better—advertising. It certainly means *asking* for the order!

Check your stock. Bring it up-to-date! Then do the same with your selling ideas! The results will astound you!



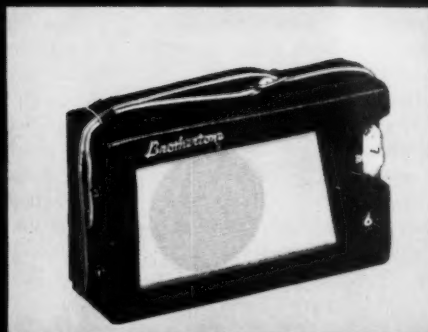
**FREE!** Get going today! Write at once for illustrated “How To Turn the Tide” booklet offering valuable and vital selling ideas. The Advertising Council, 25 West 45th Street, New York 36, New York.

**YOUR FUTURE IS GREAT IN A GROWING AMERICA**



THOSE JAPANESE RADIOS...

# Yellow Peril or White Hope?



Can dealers profitably handle these imports? Will low prices overcome consumer resistance? There are no simple answers to dozens of questions like these but one thing is already crystal-clear—over a million Japanese portables will find their way into the United States this year

By **GEORGE FINNEGAN**

**A** MILLION Japanese transistor radios will be imported into the United States this year.

This staggering figure is no scare story; it's a sober industry estimate of what's likely to happen. And it poses a number of questions for the domestic radio industry. For the retailer the big question can be put just this simply: is the Japanese invasion a yellow peril or a white hope?

Last year an impressive 648,000 transistor portables were imported from Japan. Compare this to 1,600,000 domestic manufactured sets and you see the extent of the invasion from the Far East.

Underselling comparable U. S. brands by five or six dollars at retail, these Japanese units offer a real price attraction. And it's not junk merchandise; even domestic radio producers admit that many Japanese sets are as good as their American counterparts. Beyond these attractions of price and improved quality, the Japanese may have come up with a real sleeper in their miniature six transistor set. Here's the reason why.

Transistors have spearheaded the sensational comeback of portable radios. Lopping off weight, slimming down size they have made the portable a neat package you

carry—instead of drag. But you still have to carry it. That means you have to think about it before taking the radio along. Suppose a quality set can be devised, so small that it will fit *easily* into a pocket—or a pocketbook? The Japanese may have developed it.

## Mighty Midget

Their smallest unit now on the market approximates the size of two cigarette packs. And the race is on to come up with a one pack set. At this size the radio may become a standard wardrobe item, like a wallet or fountain pen. A fabulous market could open up. Almost everyone would conceivably be a prospect for his own personal set.

There are some technical problems to be solved first. Speaker size impedes further miniaturization at the moment; some sets start vibrating after half an hour's operation. And the proper case must be comfortably light—yet sturdy enough to withstand plenty of jostling. While small sets

(Continued on following page)



# Yellow Peril or White Hope?

STORY STARTS ON PAGE 79

attract customers, they also appeal to shoplifters. Dealers have responded to this display dilemma by locking cases, chaining samples, placing sets out of reach on a high shelf or by keeping a salesperson in constant attendance.

Alert to the possibilities of the midget radio, domestic manufacturers have been trimming the size of their own products. But the Japanese knack for meticulous work may give them an edge when it comes to the intricate assembly job involved on these tiny units. Since they have pioneered these miniature models—rather than imitated existing lines—the Japanese have upgraded their marketing methods. Instead of flooding an area in a hit and run operation, there is a growing tendency toward selective distribution. They have taken a couple of ventures in consumer advertising. Servicing, the biggest question mark when dealing with foreign goods, has improved markedly. Most big distributors maintain adequate parts supplies and guarantee their units for at least 90 days. And, for the first time, a few distributors are attempting to promote the notion that *Japanese* means quality merchandise—rather than disguising the origin of their radios.

## A Discriminating Market?

But these innovations are bucking some stiff resistance. "It will take years to convince the public that the Japanese make quality merchandise" complains a larger distributor. A "Radio Row" dealer in New York puts it more bluntly: "I've got a white collar clientele—they don't go for that cheap Jap stuff." Two Southern states have incorporated this prejudice into legislation: dealers must post big signs confessing the fact if they carry Japanese goods.

It isn't simply a matter of remembering Pearl Harbor. People will buy, even seek, German imports. But the Germans have a reputation for consistent craftsmanship—and responsible distribution. Too many fly by night Japanese producers run off a few thousand sets, dump them on a gullible toy importer—and they're busy making bamboo fur-

niture when the radios fall apart.

Even the more reputable distributors hesitate to reveal the Japanese origin of their wares. If you really search, you can find an indistinct "Japan" on the back of their units. And names like "Crown," "Excel" or "Peerless" don't sound very oriental.

These distributors sell to legitimate dealers—but you can spot their products in the schlock shops and the jewelry stores too. "We'll sell to anyone whose credit is good" is a typical comment. The laudable attempt to upgrade marketing methods may be sabotaged before it ever gets off the ground. The quick-killing still appeals to even the biggest distributors—"We're at the peak right now." "In this business you have to know when to get in and when to get out," says one distributor, preparing to get out.

## Oriental Exclusion?

Why hasn't this flood of foreign goods prompted retaliatory action by manufacturers? Or the unions.

As of this moment American manufacturers are greatly concerned over the volume of these imports and are seeking relief in

Washington. The reason these firms have not objected too strenuously up until this moment is simple—the import of such sets in 1956 and 1957 was relatively limited. But when imports began mushrooming in late 1957 and the price of these imported sets came tumbling down, domestic manufacturers took a second, hard look at the situation.

The problem is even more severe than it appears at first glance. While the Japanese imports in 1958 will total only about 10 percent of American radio production (using 1957 figures as a guide), the imports actually are a much more serious threat. For one thing, they will hurt the most lucrative part of the domestic market. And since most imports will be portables you have to measure their volume against our own portable production. Measured in such terms, the Japanese imports may reach 50 percent of the domestic portable total.

## Help from Washington?

What can the industry do? This gets into tricky political calculations. With Japan being wooed with trade offers from the

Communist camp, the Administration would be reluctant to increase tariffs. And it will be difficult to prove injury in a market as dynamic as this one. Harm to a vital defense industry offers the strongest argument—but this approach is weakened by the fact that transistors go into so many other products besides radios.

Some industries afflicted with an overdose of Japanese imports have persuaded the Japanese to accept "voluntary quotas" on their shipments. Closer scrutiny of these cases (shirts, flatware) reveals that the quotas weren't so "voluntary." They were agreed to just as the Tariff Commission was about to impose restrictions. So it returns to the question—who has the power in Washington?

Apparently, the unions have. Most trade sources expect a quota—and they expect the unions to bring it about. "Quotas will be imposed when the I.U.E. starts making a noise in Washington" shrugs one distributor. "They should impose their own restrictions now, before they ruin the market and antagonize Americans too much."—this from one of the radio importers. The unions are starting to move on the issue—and this isn't a good year to threaten jobs with foreign competition.

## Good Buy . . .

The Japanese portables pose a tough problem for a dealer. They are cheaper. No domestic manufacturer has devised a really pocket-sized six transistor model as yet. And this may be the real sales star.

There are a number of drawbacks, however. The uncertain political situation makes it a risky proposition. Unless the Japanese extend the experiment in upgrading their marketing methods, you can expect little preselling and no protection for a franchise. You can't even rely on uniform quality from a particular brand: some importers will buy from many sources but sell under only one label. Then there's always that immeasurable element, prejudice. Everyone in the trade acknowledges its potency; and the disquieting thought occurs that it may rub off on your other merchandise, or your store.

That's why so many dealers are finding it hard to decide about these Japanese portables—are they a yellow peril or a white hope? *End*



"THEY SAY SHE NAILED HIM WITH A TAPE RECORDING."

## Dealers Are Cashing In On The Boom in Hi-Fi

A new survey among members of **ELECTRICAL MERCHANDISING'S** dealer panel shows that 85 percent are handling hi-fi and chalking up big sales gains

Hi-fi has become big business for the average appliance dealer.

There's substantial proof of that in the results of a survey just completed among members of **ELECTRICAL MERCHANDISING'S** own dealer panel.

This year's survey shows that 85.3 percent of dealers responding are selling hi-fi (Table 1). A similar survey in December 1955, showed only 43.5 percent of the responding dealers were handling hi-fi. Thus, in little more than two years the proportion of dealers handling such units has doubled.

Dealer interest was centered in packaged units but a significant 15.3 percent of the group said that they handled components as well as packaged. The remaining 84.7 percent of those handling hi-fi said they concentrated on packaged units (Table 2).

Substantial volume increases during the past two years were reported by the vast majority of dealers. Only 7.3 percent said their hi-fi volume gain was less than six percent. On the other hand, 72.8 percent reported gains of 21 percent or more and a whopping 41.7 percent said their business had improved by more than 50 percent (Table 3).

Slightly less than 25 percent of the group handled records but among these dealers the majority had apparently gone into this field in a big way since 77.3 percent said they were handling at least six different record labels.

**TABLE 1. Do you sell HI-FI?**

	Number Dealers	Per Cent Dealers
Yes	157	85.3%
No	27	14.7
Total Dealers Answering	184	100.0%
No Answers	9	

**TABLE 2. If yes, do you sell . . .**

	Number Dealers	Per Cent Dealers
Packaged	127	84.7%
Components	—	—
Both	23	15.3
Total Dealers Answering	150	100.0%
No Answers	7	

**TABLE 3. How much has your HI-FI volume increased in the past two (2) years?**

	Number Dealers	Per Cent Dealers
5 per cent or less	11	7.3%
6 to 10 per cent	13	8.6
11 to 20 per cent	17	11.3
21 to 30 per cent	18	11.9
31 to 50 per cent	29	19.2
51 per cent or more	63	41.7
Total Dealers Answering	151	100.0%
No Answers	6	

HERE FOR 1958 IS

the fabulous

# phonola®

the portable line that doubles your unit sales because it is

**THE 1 HI-FI FAMILY EVERY FAMILY WILL WANT 2 OF**

in handcrafted cases...  
decorator colors and  
styling  
to retail for fast sale at  
\$19.95 to \$149.95

HERE'S MODEL 958

**\$79.95**



**NEW** from phonola... it's fabulous  
phonographs now in

## STEREOPHONIC PORTABLES

see, hear the entire line-up of these fast-selling  
monaural and stereo phonographs during

**NAMM • ROOM 905W**  
**PALMER HOUSE • CHICAGO**

In Phonola, you'll find portable stereophonic developed to the ultimate. Engineering leadership since 1899 has culminated in this truly amazing high fidelity reproduction of music. And Phonola packages and prices its stereo phonographs to sell fast—to give you merchandise that moves!

**WATERS CONLEY COMPANY, INC.**  
17 East Chestnut Street, Chicago 11, Illinois  
Factory: Rochester, Minnesota

phonola

**MAIL TODAY**

Send this Phonola-gram for complete details on the line that will set new sales records for you.

Mr. Howard Kavin, sales manager  
Waters Conley Co., Inc., Dept. EM-88  
17 East Chestnut Street, Chicago 11, Illinois  
Mr. Kavin: rush me all the news on Phonola phonographs and stereo-phonographs. I'm interested in increasing sales.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

☐ retailer ☐ distributor

# The Year Advertising Helped

**I**N 1954 we had a business recession in the United States. Sales fell about 4% during the year. If management had followed the historic pattern of business ups and downs, advertising volume would have fallen much further.

*But in 1954 the volume of advertising did not fall. It increased over 5%, and expenditures in all major advertising media rose. Every effort was made to stimulate sales when sales were needed to sustain prosperity.*

This was something entirely new under the sun. It had a powerful influence in making the recession of 1953-54 one of the mildest on record. It helped greatly to speed business on to the record-breaking levels it attained in the years 1955-57.

There are several reasons why America's business management attacked this decline in sales with more advertising. One of them grew out of the greatly strengthened position of the American consuming market. Consumers' income after taxes has been rising an average of over \$10 billion a year since 1946, and this rising income is more widely distributed than ever before. Furthermore, consumers had piled up reserves of about \$200 billion in cash or its equivalent. These reserves offered a new and powerful inducement to increased selling and advertising effort even in the face of a possible decline in consumer income. (At the end of 1957, consumer reserves were \$225 billion.)

## *Taking the Longer View*

*However, the principal reason why a sales decline was attacked*

This editorial message was first published by McGraw-Hill two years ago. It describes advertising's dramatic contribution to the American economy during 1954. The theme of the editorial—that advertising can help promote economic stability by stimulating sales at a crucial time—is even more pertinent today.

As our economy grows, it is constantly changing. The conditions business faces today are not the same in every respect as those it faced in 1954. But business again has the opportunity, through advertising and other selling efforts, to help sustain a high level of economic activity. At the same time, it will be building markets for the period of renewed expansion that is sure to follow.

This editorial is reprinted exactly as it appeared in 1956 except for minor editorial changes to bring it up to date. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.

*Donald C. McGraw*

PRESIDENT

McGraw-Hill Publishing Company, Inc.

*with increased advertising is management's new-found conviction that good advertising is essentially an investment in the development of a market. Successful development requires sustained investment. The inclination of business management to take this longer view is, of course, motivated*

# McGraw-Hill PUBLISHING COMPANY,



H E A D Q U A R T E R S F O R



# Kill a Business Recession

by the fact that the American market, with over 3 million consumers being added annually, is growing at a prodigious rate.

Ten years ago only a handful of companies had plans for investment in new producing facilities extending beyond the current year. Today almost all leading companies have investment programs running some years ahead. And keeping pace with these long-range investment plans has been the development of sales and advertising programs to reach tomorrow's greatly expanded markets.

## *Advertising's Key Role*

This crucial role of advertising in providing driving power for our economy is gaining greater recognition every day. In his book, "People of Plenty," Professor David M. Potter of Yale University remarked: "Advertising is not badly needed in an economy of scarcity, because total demand is usually equal to or in excess of total supply, and every producer can normally sell as much as he produces. It is when potential supply outstrips demand—that is, when abundance prevails—that advertising begins to fulfill a really essential economic function."

Today abundance so completely prevails in the United States that it has been conservatively estimated that as much as a third of everything offered for sale falls in the realm of "optional consumption." That is, consumers can "take it or leave it" without any immediate personal inconvenience. But if they decide to "leave it," a terrific

economic depression will not be far behind. In such circumstances, advertising—in which, in all of its forms, we are now investing over \$10 billion annually—clearly is of crucial importance to our continued prosperity.

In performing its key role in past years, American advertising never realized its full potential. It successfully promoted sales. But it never was called upon to promote an overall economic stability as a direct outgrowth of increased sales.

By successfully promoting both sales and economic stability, as it did in 1954, advertising surely has added new strength to the American economy. It has also added a great new and constructive dimension to advertising itself.

One of the surest means of expanding your sales volume in today's industrial markets is through dominant advertising in the publications directly serving your major customers and prospects.

McGraw-Hill's business and technical publications can give you quick access to the men who initiate, specify and approve the purchases of industrial products and services. Because all are leaders in their respective fields, you are assured a maximum return on your advertising investment when you concentrate in the McGraw-Hill publications serving your most important markets.

**INCORPORATED • 330 West 42nd St., New York 36, N. Y.**

**B U S I N E S S I N F O R M A T I O N**



## Here's All You Need To Know About

# STEREO

STORY STARTS ON PAGE 42

called only too easily the chaos in the market caused by the battle of the phonograph record speeds 10 years ago, and the wait-and-see lull in black-and-white TV sales brought on by the battle between the CBS and RCA color TV systems. The result: the industry united quickly behind the determination to keep chaos out of the consumer marketplace this time.

Experiments in cutting of stereophonic sound on records were being conducted in this country as early as the 1920's.

But it was the tape recorder industry, competing against records for public favor, which brought stereo sound into the home entertainment market. By 1956, 40 percent of tape recorders were stereo players; in 1957, 60 percent were stereo; and in 1958, 80 percent will be stereo according to predictions by Irving Rossman, president of the Magnetic Recording Industry Association and president of Pentron, leading tape recorder producer. The swing to stereo in recorded tape is even more dramatic. In 1958, according to Rossman, 90 percent of recorded tape produced will be stereo (or two track) tape and half the companies in the business are promoting stereo to the exclusion of monaural tape and tape players.

Although tape and tape recorder industries are still small compared to phonographs and records, it was stereo's two-year sweep through traditional tape marketing that probably triggered the arrival of stereo on discs.

Tape producers do not consider stereo discs a major threat to their rising posi-

tion in home entertainment field. For the moment, tape makers dominate the field having on the market some 1,000 releases ranging in price from \$4 to \$24 with concentration at about \$12.

Tape men feel they are soon to be in much closer competition with records. Recording at slower speeds (3¾ inches per second) and crowding on of more tracks (four-track tapes are coming this fall) are in effect giving the customer double and quadruple capacity on the same amount of tape and sharply reducing the major cost of pre-recorded tape releases—the cost of tape itself.

Further, tape men still feel they have the essential advantage of almost infinite durability in their product, and on the horizon is the magazine tape which will eliminate a major drawback namely, threading and handling of reel tapes.

The major problem in bringing stereo discs to market were in sharp focus late last summer. At that time, some four basic systems of cutting stereophonic records were front running. The record industry was dedicated—in theory—to choose one of the systems and standardize behind it. The phono industry, meanwhile, was stumping hard for a single cutting standard so that it's members could nip in the bud any fearsome problem of producing players of more than one basic type.

By fall of last year, a convention of European engineers in Zurich had presented various research papers which cut the system choice down to two: the so called Westrex and the London systems.

While the Westrex vs. London argument was still proceeding academically through engineering committees of both Record Industry Association of America and the various phono engineering committees of Electronic Industries Assn., certain gamblers were making key decisions.

One of these was Sidney Frey, president of Audio Fidelity records. Frey decided that the Westrex system was the one the industry would standardize on. He began crash program and produced the first commercially marketed stereophonic record release in December of 1957 then scheduled four more stereo releases for March.

A second gambler decided that Westrex would be it and announced the first stereophonic cartridge, or pickup, for the mass marketers of phonos. It was March when Lawrence LeKashman, got the first Electro-Voice cartridges to his customers in production quality.

Meanwhile, phono makers were also deciding that Westrex would be the standard system, that record makers would unite behind it, that stereo records from major companies would be on the market by fall, that suppliers would be in quantity production of cartridges and changers in time for peak phono production.

Behind such a parlay of "if" bets, the sweep of stereo through the 1959 phono lines was on.

For the time being then, industry is standardized (record firms, phono firms, supplier firms, a united front) behind the one—Westrex—system now known officially as the 45-45 system.

In short, everybody in the home entertainment industries is backing the same entry and chaos in the consumer market place has been averted whether it has bred a wonder horse or has sired an unnecessary Silky Sullivan. *End*

### WHO'S SELLING STEREO RECORDS?

Most of the record labels you know will be on the market with stereo discs by late summer; some with half a dozen releases; others like RCA with a large library of 55, including 17 classical. Prices range from as low as \$1 for a 7-in. 45 rpm. But most will be from \$4.98 to \$6.98 for 33½ LPs. Probably all labels with the possible exception of those labels which specialize in re-pressing or in pop soloists will go stereo to some degree.

Here is a short list of record companies from which you can order stereo records. It includes headquarters addresses of the majors and those smaller labels which were first to announce stereo releases:

ABC-Paramount, 1501 Broadway, N.Y., N.Y.  
Angel Records, 38 W. 48th St., N.Y. 36, N.Y.  
Atlantic Recording Corp., 157 W. 57th St., N.Y., N.Y.  
Audio Fidelity Inc., 770 11th Ave., N.Y. 19, N.Y.  
Capitol Records, Inc., 1750 N. Vine St., Hollywood 28, Cal.  
Bel Canto, 2919 S. La Cienega Blvd., Culver City, Cal.  
Columbia Records, 799 7th Ave., N.Y. 19, N.Y.  
Concertapes, P.O. Box 88, Wilmette, Ill.  
Decca Records, Inc., 50 W. 57th St., N.Y. 19, N.Y.  
Dot Records, Inc., 1507 N. Vine St., Hollywood 28, Cal.

Epic Records, 35 W. 45th St., N.Y., N.Y.  
Esoteric Records, 238 E. 26th St., N.Y.  
Hallmark Records, 242 W. 27th St., N.Y., N.Y.  
High Fidelity Recordings, Inc., 7803 Sunset Blvd., Hollywood 46, Cal.  
Imperial Records, 6425 Hollywood Blvd., Hollywood, Cal.  
London Records, Inc., 539 W. 25th St., N.Y. 1, N.Y.  
Mercury Record Corp., 35 E. Wacker Drive, Chicago 5, Ill.  
MGM Records, 701 7th Ave., N.Y. 36, N.Y.  
Omegatape, 858 Vine St., Hollywood, Cal.  
RCA Victor, Div. of RCA, 155 E. 24th St., N.Y. 10, N.Y.  
United Artists Records, 729 7th Ave., N.Y., N.Y.  
Urania Records, Div. of American Sound Corp., 233 Main St., Belleville, N.J.  
Westminster Recording Co., Inc., 275 7th Ave., N.Y., N.Y.

# These SIX Ideas Sell Air Conditioners

**They're deceptively simple and surprisingly familiar, but these selling techniques have worked for dealers on the West Coast, which is admittedly not the country's best room air conditioner market**

## **1 In a Cool Market, Sell Air "Conditioning"**

Palo Alto is blessed with an ideal climate—unless you're selling air conditioners. Its daily high of 77 degrees in the summer is too comfortable to make anyone desperate for a cooling device. Gene Bulf, appliance manager for Werry Electric, decided if you can't cool 'em, condition 'em. He searched for an audience that would be particularly receptive to the *conditioning* features of air conditioners.

Doctors, concerned with pollen counts and pure air, proved to be the best prospects for air *conditioning*. By emphasizing features like humidity control, dust elimination and proper circulation, Bulf outsells his nearest competitor ten to one. And doctors influence their professional associates. Their referrals have ripened into sales to dentists, lawyers, even realtors. Best of all, when doctors prescribe air conditioners for their patients, they frequently recommend Bulf.

Bulf tailored his whole promotional campaign to gain entree to this specialized market. First step was a blanket mailing aimed at every professional in town. He followed with an advertising run using manufacturers' mats modified to change the pitch from comfort to health. Personal appointment calls provided the closer.

## **2 Let the Weather Bureau Schedule Your Ads**

"I live with the Weather Bureau all summer—and it's a pleasant bedfellow when you want profits from air conditioners." Glen Putnam, owner of the Appliance Center in Salt Lake City, lets the thermometer do his pre-selling. Putnam watches forecasts for a run of above 80 degree nights, times insertions to hit papers the third morning of a heat wave.

"A morning newspaper gets extra and more careful reading the morning after a hot, sticky night," says Putnam. "Everyone wants to know if the darn heat wave will continue," and that's just when his ad hits them with a personal method for beating the heat.

However, you've got to be ready to support this tantalizing approach with immediate action, Putnam cautions. If you lure a prospect with "don't suffer any longer from this terrible heat," he responds "okay, cool the house—right now." So Putnam applies the clincher by advertising "installation in two hours, *without charge*." When he can get this calibre of service, the sweltering prospect is in no mood to argue—even about paying full list price.

## **3 You Don't Have To Cut Price If You Sell an Idea**

Royal TV prayed along with the other Pasadena dealers for that late summer scorcher to sweep out cooler stocks. When it didn't come, they knew they were in for a grim price-cutting fracas. Rather than join in the mass suicide, they gambled on promoting a concept: "house cooling."

While their competitors were filling the papers with a dreary succession of discount ads, Royal launched a sprightly series featuring "whole-house cooling." It caught Pasadena off balance. People ignored stores offering coolers for as little as \$125, yet crowded into Royal to see about "cooling the whole house for \$259." They bought enough of these featured 1½ ton units to pay for the promotion right off. More important, many people came to see "house coolers," stayed to buy the over-stocked window sets.

## **4 Use a "Hot" Car To Sell Auto Units**

"An auto air conditioner looks kind of silly on the dealer's floor. You need one or more there—but for real selling, the best place is in your own auto," says Elmer Bauer. Bauer speaks from a solid basis. He and his son Tom racked up 60 auto conditioner sales in '57. Here's their method for selling this big ticket item.

They leave the car out in front of The Wing Co., their Pasadena store. It soaks up plenty of the 100 degree sunshine there, especially with the windows shut. When a potential customer enters this pre-

heated oven, he really appreciates how quickly the unit can cool a car. Next, he is maneuvered into the back seat, where he can feel for himself how thoroughly the whole car is chilled. During a 10-minute ride, sweltering pedestrians or damp, hot occupants of other cars absorb the sales story more effectively than through any verbal pitch.

## **5 Time Limit on Specials Spurs Early Selling**

"Prices good only until July 15" warned their June newspaper advertisements. Thanks to these "time limit" ads, the Roy Brace Co. of Pasadena enjoyed a rush of pre-season prospects.

R. L. Eastman, sales manager, found that rushing the season produces unexpectedly good results. "The time limit on advertised prices doubled our sales of air conditioners."

The time limit approach works best where there's the threat of a late scorcher, which cleans out dealer stocks in a hurry—at list prices.

## **6 Use The Users On Your Sales Floor**

Luella Mitchell figures you have to make a name for yourself in a small city—and she uses her customers' names to do it. Directly behind the air conditioning display at Mitchell-Ferguson in Visalia, Calif., hangs a growing display of white name cards. Each card shows the name of an air conditioner customer—nothing else. No sign or caption explains what the names are doing there.

It works. Sooner or later, everyone asks, "What's the list for?" When they find out, most go over to look for friends' names. In doing so they come smack up against the air conditioner section.

However, drawing traffic isn't the main benefit of the list. When a prospect seriously is considering air conditioning, frequently he calls a couple of friends whose names he spotted on the list. This is exactly the reaction the store wants. *End*





## What's New in Housewares?

The best place in the world to look for an answer to that question is the Atlantic City Housewares Show. If you weren't able to attend the show in person here's the next best solution—follow **ELECTRICAL MERCHANDISING's** new products editor, Ann Noone, as she "covers" the show for you.



**New Look Toaster:** Proctor was one of several to "square off" lines of its toaster. Also featured is illuminated pushbutton brownness selector. Demonstrating: Rena Morris.



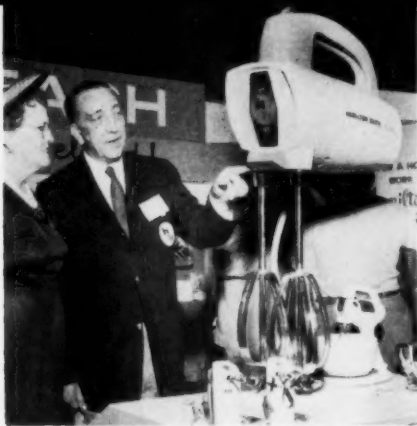
**Spoutless percolator:** Westinghouse has styled new coffeemaker to look like carafe. Firm also showed six other new products. Demonstrating: Camille Beauchamp.



**Urn-styled percolator:** For its Buffet Queen percolator Cory has adopted this striking urn styling. Unit has ten-to-32 cup capacity, and swivel spigot for easy pouring.



**Four-slice toaster:** The new "square look" enhances the slim lines of this four slice toaster introduced by Dominion at the Atlantic City show.



**New mixer:** New metal case and styling for its mixer were featured at Hamilton Beach. Demonstrating: Vice-president Arnold Wolf.



**Hair clipper:** New entry in hair clipper field was Toastmaster with a complete line. B. F. Parker tries unit on D. E. Whiting.



**Hair dryer:** New Oster unit has a detachable vinyl plastic hood. Dryer has its own collapsible stand, is packaged in travel case. Demonstrating: John P. C. Ludlow.



**Battery shaver:** Brand new item in Universal line was battery operated shaver, \$16.95. Demonstrating the shaver: vice-president Stan Fisher.



**Rug-scrubbing polisher:** New Shetland unit has plastic container which holds water for scrubbing; unit also has sponge to take up excess liquid. Demonstrating: Ed Grant.



**Two new products:** Among its new units G-E showed a squared off toaster and a percolator with "peek-a-brew" exterior indicator to show how much coffee is in the unit.



**Newlook in heaters:** Modern styling dresses up one of industry's oldest products in this low-priced, infra-red, fan-less version of space heater by Arvin.



**Immersible, probe-type percolator:** Dormeyer extended use of probe to its percolator with this unit which is immersible. Demonstrating: vice-president Maurice Lipsich.

**Immersible coffeemaker:** Tub full of water was used by Presto to demonstrate immersibility of its new coffeemaker.



**Range top barbecuer:** This electrically driven Party-Q barbecue unit operates on top of surface burner of gas range. . . .



**. . . And Lots More:** Covering a show which includes 660 exhibitors is an exhausting job. The pictures on these pages show only a handful of the units examined by editor Noone during the first day of the show. As always, complete details and complete coverage of all new products will be found in the New Products section of **ELECTRICAL MERCHANDISING**. For a complete guide to what was really new in Atlantic City, be sure to check the New Products pages of the July, August and September issues of this magazine. And for a useful summary of merchandising trends at the show, see the "Spot-lite" on page 1 of this issue.





Rugs and storm windows share window space  
with cabinets in kitchen dealer Sam Donze's Philadelphia store  
because he's found that



## Kitchens Alone Are Not Enough



**Basically a kitchen specialist, Donze relies on related lines to build volume and boost profits**



#### **HARD FLOOR AND WALL COVERINGS.**

Donze's complete selection produces \$15,000 worth of business a year at a margin of 25 to 30 percent.

#### **VENETIAN BLINDS.**

Wide selection of colors and styles helps Donze convince customers they should add new blinds to kitchen they are planning.



#### **STORM DOORS AND WINDOWS.**

Although margins in these lines have fallen, Donze still grosses 25 to 30 percent on the \$20,000 a year he does in this merchandise.



#### **CARPETING.**

This may add as much as \$50,000 to Donze's volume this year. One man runs this department. Carpet jobs come after the original kitchen sale, average \$1000 per installation.

**S**AM DONZE, 1834 E. Passyunk Ave., South Philadelphia, grew up in the appliance business. From 1936 he was office manager and salesman at Porecca & Santini. But in 1948 he saw the possibilities in kitchens and set up a concession in the same store.

He learned the rudiments well enough to be able to branch out in 1952 into a shop of his own at his present address. Today he sells at the rate of two kitchens a week, or about 100 a year. His jobs run from \$1200 to \$2000, most at \$1500, and 70 percent of them are complete jobs. As a rule, Donze prefers to let customers buy their own appliances, but he will meet competition when he does sell them. Since he is in a strong gas area, Caloric built-in ovens and burner tops are big movers with him. The closest he comes to straight appliance selling is his merchandising of Caloric free-standing ranges, Hoover vacuum cleaners, and free standing sinks.

#### **Branched Out**

That's Donze the kitchen specialist.

There's also a Sam Donze, kitchen sidelines merchandiser.

"I have yet to see," says Donze, "the exclusive custom dealer making a good living by staying exclusively in kitchens, without allied lines to cushion his business when slack periods come."

As early as 1950, when he was still operating a kitchen concession, Donze added a line of combination storm windows and doors.

Just how healthy is this sideline? Average margins as a percentage of gross sales used to range from 30 to 40 percent. This has dropped to 25 to 30 percent in today's toughened market. His volume in storm windows and doors runs to \$20,000 a year, all from two window and one door display.

#### **Additional Sidelines**

In early 1956 Donze gave his kitchen specialty business another shot in the arm. He added hard surface floor and wall coverings to his kitchen sidelines. Venetian blinds also were included in a department that runs to \$15,000 a year with comparable 25 to 30 percent margins.

By 1958 Donze had extended his floor covering department in the manpower department. His original plunge called for installation and part-time selling of floor and surface coverings. This year he put on a special man on all types of flooring. He also added one line of carpeting. Sales in this area run to \$1,000 per job. Donze is not saying what his margins are but acknowledges they are stiffly competitive. He also says he's adding two more carpeting lines and is shooting for \$50,000 this

year in soft and hard floor and wall coverings.

The significant part is that all these fringe sales, with the single exception of soft goods, come, in 75 to 80 percent of the cases, as a direct tie with the kitchen order. Leads and sales on carpeting come later, largely as a direct result of the original kitchen sale.

#### **A Tight Kitchen Operation**

Although Donze is reluctant to talk kitchen costs and margins, his operation fairly screams a story of tight control and close scrutiny in every phase. He employs two installation men who work strictly on cabinets and run a single truck. All electrical and plumbing work, all alterations, such as moving walls or windows or building partitions, is subcontracted. He has one kitchen specialty salesman besides himself, and his floor and wall covering specialist also sells kitchens. Donze hires no artist. Instead the firm works with miniature cabinet modules and from scaled floor plans. When a colored perspective drawing is called for Donze simply orders it from an artist at from \$3 to \$5.

In brief, Donze concentrates on the hard realities in specializing in his 100 kitchens a year. But he doesn't neglect the sideline products closely allied to kitchens—not by \$85,000 worth. *End*



Stereo was the subject as Carl Rubin, left, of General Merchandise Co., Milwaukee, questioned Al Medica of Admiral Corporation on fine points of company's new line.



One piece stereo holds attention of Leonard Raimi, left, of Central Outfitting, Detroit, and R. L. Hirsch of Hudson-Ross, Chicago.

## THE SUMMER MARKETS

# Stereo Steals the Show

The new sound in hi-fi and the new look in TV were the high spots in what was otherwise an even quieter than usual summer market



Even TV sound drew comment. Art Bando-rick of G-E explains new speaker to David Rowe of Chicago "Tribune".



New tie-in for TV featured Motorola sets in smartly styled Drexel cabinetwork. Charles Stuart demonstrates for Harold Strasler, Englander Furniture, Detroit, Michigan.



New look in TV drew good traffic for Philco, whose president, James A. Skinner, tunes in one of the firm's "Predicta" sets.

Man with radios to sell was Sylvania's Jack E. Lau who used a wall full of sets to dramatize a market special which was being featured by the company.

One of few radically new appliances was Tappan's "Fabulous 400", occupying attention of Household magazine's Dahy Barnett and agency man John Randall.

New product in new space was Roper dryer. Firm was one of new tenants in Merchandise Mart. At left is Sam K. Wilson, talking with J. H. Fagan, Jr.







Serious but still optimistic, 70 appliance retailers attended NARDA'S summer "bull session" in Chicago in late June. In picture above they listen intently to guest speaker but meeting was spiced with comments and discussion from the floor as well as from the rostrum.

## Dealers Turn Optimistic

The 70 appliance retailers at NARDA'S annual summer session found plenty of problems to discuss but they exhibited an obvious confidence in their own ability to handle them

IN what one of them called "an aura of optimism," some 70 appliance dealers met in Chicago after the June Markets for NARDA's 1958 Mid-Year bull session. Fully aware of this year's problems, dealers in attendance did show a basic confidence in their abilities to handle whatever might come.

What might be called "young blood" made its appearance as dealer-members never heard from before got a chance to step up on the podium to instruct their fellows. In fact, on the "nuts and bolts" level, some of the most-usable ideas came from these relative newcomers.








Examples of such "nuts and bolts" include M. B. Magers' talk on hi-fi as his firm, Vesto Co., sells it in Kansas City; a one-big-promotion talk by Joseph Whelan, Gerhard's, Glenside, Pa., where an annual theatre party promotes TV; and Warren Klug's talk on electric organs as sold by Smith Electric and Appliance Co., Lake Zurich, Ill.

In talking about his firm's sideline of electronic organs, Warren Klug made it clear that their success was based on a definite goal, selected before they ever thought of the organs as merchandise they could sell. In programming for a sideline, Klug and his partner had specified that it must produce traffic, serve as an icebreaker for in-store conversations that would

allow presentation of the other lines, and it must allow a follow-up to get them into their customers' homes. In addition, any sideline had to pay its own way.

In the informal sessions, there was much discussion of Sears Roebuck and Co., and in talking about Sears and the problem it presents, what looked like a schism of sorts developed between two groups—those in favor of realistic prices and those who still like the "pack" and the trading room it gives them. There was no argument on this point, but it was clear that there is a growing group that believes that high lists are embarrassing.

Piece de resistance for the dealers was the wind-up banquet talk by Dr. Charles M. Hewitt of Indiana University, who has embarked on an investigation of appliance retailer franchising. According to Dr. Hewitt, current franchises put appliance men in about the same position as auto dealers circa World War I, except that the auto dealers were better off. He expects that when his studies are completed, he will have some definite recommendations. One tid-bit that drew great interest: According to Dr. Hewitt, it is apparently possible under current laws for a distributor to control prices in his area, providing he accepts no help in policing dealer prices, and follows other quite-rigorous conditions.

Sales and profits go up  when you show **Warm Morning Gas Heaters**  to your customers. One look at these feature-packed, beautifully styled  gas heaters and they buy ! Proof? In **1957** Warm Morning Sales increased 100%,  and 1958 sales  are still climbing! Big profits  can be yours with  most beautiful gas heaters!



**Warm Morning  
GAS HEATERS**

**LOCKE STOVE COMPANY**

114 D West 11th Street

Kansas City 5, Missouri

Send postcard today for full color catalog, prices, and information about co-op advertising, broadside mailing program, and other powerful advertising support backing WARM MORNING gas heater dealers.

Manufacturer of **Warm Morning** Heaters and Incinerators and **Moore's** Gas Heaters

*It lifts and  
carries the load*



**NO. 102 BALANCE TRUCK**  
**CAPACITY \$4500**  
**1500 LBS.**

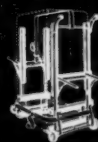
The full load is perfectly balanced. As truck and appliance are tilted, the wheel lock is released by foot pressure and the wheels roll back into transport position. The center of gravity is directly over the wheels; no weight is held by the mover, who walks upright. Except on stairs or when loading, one man handles. On stairs the wheels are locked in closed position. Rugged steel construction, rigidly welded.

**CASTER X-75 TWO PIECE TRUCKS**

for the very large appliances

**\$5800 PER PAIR**

Handle all large, heavy appliances with ease and safety, especially tall cabinets that won't clear doorways when tilted. Write for circular on these and other trucks from \$35.00 up. F.O.B. Findlay, O.



**SELF-LIFTING TRUCK CO.**

425 North Main Street • Findlay, Ohio

**Quick  
easy way**

to make pipe connections

**FOR WASHERS, DRIERS,  
REFRIGERATORS,  
AND OTHERS**

Model CT—with flared joint  
for copper tubing



Model ST—  
for pipe connections

**SKINNER-SEAL SADDLE TEE**—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

**M. B. SKINNER CO.**  
**SOUTH BEND 21, INDIANA**



# people IN THE NEWS



M. L. ONDO



H. F. HOWELL



J. B. ANGER



P. E. CHERRY



W. O. AUSTIN, JR.

**Youngstown Kitchens Div., American-Standard**—M. L. Ondo has been named vice president of product development and Harry F. Howell, vice president of marketing. Ondo was previously vice president of sales and Howell general sales manager.

**Toastmaster Div., McGraw-Edison**—Roy E. Douglas has been named assistant sales manager for the electric housewares department. Douglas had previously served as district manager in the Cleveland, Ohio area.

**Westinghouse Electric Corp.**—M. E. Lanning has been named manager for the corporation's southern area, with headquarters in Atlanta. Walter T. Baker, takes over with a like title in the western area, San Francisco; H. R. Bryant, central area, Chicago; and J. F. O'Donnell, eastern area, Mansfield, Ohio.

**Zenith Radio Corp.**—J. B. Anger has joined Zenith with the title of merchandise manager. Anger was most recently associated with Motorola, Inc., where he held the title of national sales manager for that company's radio and phonograph division. Edward C. Caligura has been appointed assistant sales promotion manager.

**United Refrigerator Co.**—Preston E. Cherry has been appointed sales director. Cherry joins the company after association with Amana Refrigeration where he had served as eastern regional district sales manager.

**Regina Corp.**—Frank T. Buoni has been appointed assistant sales manager. Buoni assumes his new duties with a background of 13 years with the company in both the manufacturing and sales departments.

**Red Devil Tools**—William O. Austin, Jr., has been appointed sales manager. Austin comes to the home office after service as western regional district sales manager.

**Ecko Products Co.**—Malcolm N. Smith has been elected vice president of product planning. Smith succeeds Henry C. Forster who is retiring as head of the company's product planning division.

**Steel Kitchen Cabinet Manufacturers Association**—M. L. Ondo of Youngstown Kitchens was elected president of the association during its annual convention. Vice president is Marvin J. Berz of Marvel Metal Products Co., Chicago.



J. L. ALBERS



R. O. PHILLIPS



R. WALLSTEN

**RCA Victor**—Justin L. Albers has been named to the position of merchandising manager for the radio and "Victrola" division. Albers has been with RCA since 1956, most recently as field sales representative for the east central region in the Detroit area.

**Hotpoint Co.**—D. D. Thompson, formerly market counselor, has been appointed manager of sales planning for the company's home laundry department.

**Ironrite, Inc.**—Robert O. Phillips has been appointed national sales manager. Phillips has been associated with Ironrite since 1956 as eastern regional sales manager.

**Forecast for Home Economists** has announced the appointment of Ruth Gaffney as associate editor. Miss Gaffney had been feature editor of *Farm Journal* and equipment editor of *Today's Woman*.

**Norge Div., Borg-Warner Corp.**—William H. Chase has been appointed merchandising coordinator for the division. Chase comes to Norge from the Easy Div., Murray Corp. of America. An additional executive appointee is Howard Ballard, named sales promotion manager for kitchen appliances.

**Dormeyer Corp.**—Ralph Wallsten has been named advertising manager. Wallsten had previously served as assistant advertising manager.

**Institute of Appliance Manufacturers**—F. H. Guthrie has been elected president of the Institute. Guthrie is president of the Newark Stove Co., Newark, Ohio.

**National Association of Electrical Distributors**—J. P. Hamblen, president of the Southern Electric Supply Co., Houston, Tex., has been elected president of the NAED.

**Institute of High Fidelity Manufacturers**—Abraham Schwartzman has been named executive secretary of the Institute. Schwartzman succeeds Edwin Cornfield in the post.

## scheduled meetings

Chicago's Congress Hotel is readying itself for an expected influx of visitors attending the **Natesa Annual Convention**. Dates for the event are August 21 through 24.

The **Chicago High Fidelity Show** will be held on Friday, September 19th; Saturday, September 20; and Sunday, September 21.

The **National Institute of Wood Kitchen Cabinets** will

hold its third annual convention, September 28, 29 and 30 at Skytop Lodge, Skytop, Pa.

The **National Electrical Manufacturer's Association** holds its annual meeting this year from November 10 to 14 in Atlantic City's Traymore Hotel.

Year-end meeting of the **Institute of Appliance Manufacturers** makes its 1958 headquarters in the Statler-Hilton Hotel, Dallas, Texas. The dates, December 7 through 9.

## news AT A GLANCE

**Arvin Industries, Inc.**, has consolidated its electronic and appliances and furniture and housewares divisions into a single consumer products division. The move is expected to permit greater specialization within both the production and sales organizations, and to strengthen Arvin's position in the consumer product's field. In the past, consumer products have accounted for about half of the company's business.

**Landers, Frary and Clark** has introduced the most extensive electric housewares fall and winter promotion in its history. New products, special deals and limited time consumer deals are part of the package. Included are three new model "Coffeematics", a completely new line of portable hand mixers, a new line of heating pads and a new cordless electric shaver. Modernized packaging, designed to attract the gift buyer, will accent the merchandise.

**Emerson Radio and Phonograph Corp.** has announced that an agreement has been entered into providing for the purchase of the consumer products division of Allen B. Du Mont Laboratories, Inc. After completion by Du Mont of the 1959 line of television receivers and high fidelity instruments, Emerson will acquire all tools, dies, molds and other equipment associated with these products. Benjamin Abrams, president of Emerson, will head the new corporation which will be known as Du Mont Television and Radio Corp. Plans call for the Du Mont line to be merchandised separately and apart from that of Emerson.


**Proctor Electric Co.**, has lowered wholesale prices on their complete line to enable retailers to make a margin of profit on today's selling price comparable to that formerly made at fair trade prices. The company's president, Walter M. Schwartz, Jr., stated, "we are the only one of four major iron and toaster manufacturers to so protect the retail merchant".

**Fedders-Quigan Corp.**, has announced that sales of air conditioners have again attained new record levels, but that overall sales and earnings of the corporation for the third quarter and nine months ended May 31, 1958 were below those of the corresponding period of 1957. Significant gains were claimed by the company in sales of window, through-the-wall, and central system units. Net sales for the third quarter period amounted to \$14,733,038 as compared with \$20,745,003 a year earlier.



NEMA's Electric Housewares Award for 1957 was awarded to Raybro Electric Supplies, Inc., Tampa, Fla., during 50th Anniversary of the NAED held in San Francisco. Cal J. P. McIlhenny, chairman of NEMA's electric housewares section, left, makes the award to vice president Milton Hollis of Raybro.

ELECTRICAL MERCHANDISING—AUGUST, 1958



# wire *Wisdom*

**GETTING**

**What They Want When They Want It**


**IS IMPORTANT NOW**

Hand-to-mouth inventories of wire products today emphasize the vital importance of prompt deliveries. Never was immediate availability more necessary ...and that's for sure!

This market was MADE to order for CORNISH. With 15 strategically located warehouses, stocked with quality wires, cables and cord sets, we can guarantee 24-hour service with no IFs or BUTs ...and that's your bread-and-butter reason for plugging CORNISH now.

CORNISH products, modern put-ups and incredibly fast shipments give you the big edge now. Build customer satisfaction in a trying period -- good will for tomorrow -- and solid profit on every transaction -- by concentrating on this Blue Chip line that provides extra merchandising advantages.


Support your local  
**ADEQUATE  
WIRING BUREAU**  
Program ...



SALES MANAGER

**CORNISH WIRE CO., INC.**

50 Church Street      New York 7, N. Y.



**OVERNIGHT SERVICE**

from Warehouse Stocks in

Atlanta Charlotte Chicago Cincinnati  
Dallas Detroit Kansas City  
Los Angeles Minneapolis Philadelphia  
Rochester St. Louis San Francisco  
Seattle Williamstown

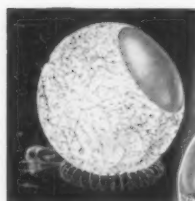
Additional Sales Offices

Boston Bridgeport Cleveland  
Denver Pittsburgh

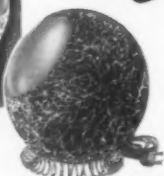
**Producers of  
Quality Wire Products  
for Home, Farm and Industry**



# STEBER



Steber Orblites give you something new in lighting to talk about and sell!



## STEBER ORBLITES

### SHOW THEM AND THEY SELL



Swivel Curvettes in black or polished aluminum.

Beautifully designed to blend into any decor, the New Steber Orblite provides a new kind of flexibility for smart accent lighting. Orblites highlight furniture, hi-fi equipment, colorful drapes, walls and give unusual indirect lighting effects. Their use is as wide as the imagination.

Orblites completely shield PAR-38, R-30 and R-40 sealed beam lamps to eliminate annoying side and back halolight. They are available in three sizes, 6, 7 and 8 inch diameters, and in three attractive finishes—white with gold veiling, black with gold veiling or solid neutral graytone. Here's a new item that sells on sight!

Write for Steber Bulletin No. 1091-58 describing the new Orblites, Curvettes and other modern Steber lighting units.

# STEBER

STEBER MANUFACTURING CO. • Dept. 64, Broadview, Illinois

STEBER MFG. CO. OF CALIFORNIA, Inc.  
242 So. Anderson St., Los Angeles 33, Calif.

STEBER-WOODHOUSE, Ltd.  
33 Ingram Dr., Toronto, Ont., Canada

## Make friends with your customers



The gleaming finish on that new television set played a large part in closing the sale. Will it be marred by ugly scratches before it is delivered? Not if you protect it with Webb Wrapabouts. Made of water-repellent can-

vas, thickly padded and flannel-lined, they last for years. And they protect everything—the appliance, the customer's woodwork and your reputation as a service-minded merchant. Why not write for information today?



### WRAPABOUTS

For Radio, Hi-Fi, TV  
and Air Conditioners  
For major appliances use Slingabouts

Webb Manufacturing Co.  
2918B N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and Slingabouts for

☐ TV ☐ washers ☐ refrigerators ☐ ranges ☐ radios ☐ air conditioners

FIRM NAME

ATTENTION:

STREET

CITY

ZONE

STATE

## news AT A GLANCE

Non-military sales of the **Tappan Co.**, are over 10 percent ahead of last year's record breaking sales for the first four months. Reported sales through April, 1958 amounted to \$14,386,973 compared with \$12,842,828 in 1957.

**Westinghouse Electric Corp.**, has transferred responsibility for the manufacturing and marketing of electric heating equipment from Sunnyvale, Calif., to the air conditioning division plant in Staunton, Va.

**The Coleman Co., Inc.**, will appeal the decision of the U. S. District Court, So. District of California, granting the Siegler Corporation \$2,500,000 in damages for the defendant's alleged violation of wall heater patents. The judgment, handed down June 30, followed nearly five years of litigation. None of Coleman's present line of wall heaters was involved in the action.

**Frigidaire** division of General Motors manufactured its 23 millionth refrigeration unit on June 4. The first Frigidaire was manufactured in Dayton, Ohio by the Delco Light Co., 37 years ago.

**Lewyt** reports that sales of its vacuum cleaners for the month of May hit a three year high, averaging an increase of 36 percent. June figures are expected to mirror better sales than for the same period in 1957.

**Symphonic Radio and Electronic Corp.**, has announced consolidation of the company's executive and sales departments with the accounting department in new offices in the Coliseum Tower at 10 Columbus Circle, New York City. Other departments of the company will continue to operate from the New Brunswick, N. J. plant.

**AMI, INC.**, plans national distribution of its nine pound washing machine in the early fall. Currently the unit is being sold by department stores in only four markets, Detroit, Louisville, Cleveland and New York. A full scale national promotion based on magazine, television and newspapers will usher in the new distribution policy.

**Hotpoint** has consolidated its \$3,500,000 trade and consumer advertising program. The advertising, formerly handled by three major agencies will henceforth be administered by Compton Advertising, Inc.

**In-Sink-Erator Mfg. Co.**, has announced planned installation of more than one thousand food waste disposers in a giant apartment project in San Diego, Cal. The project, "Loma Palisades", is the largest FHA financed rental unit in the western area of the United States.

**Maytag Co.**, has begun construction of a new headquarters building in Newton, Ia. When completed, the 132,000 square-foot building will be four times the size of the present main office. The building is part of the company's announced long-range development program.

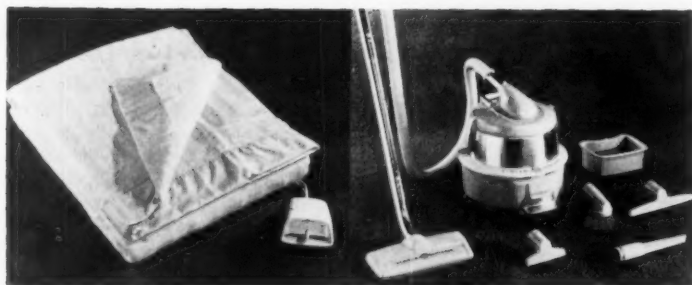
**Motorola, Inc.**, has established a consumer acceptance group as a new department of the company. The function of the group will be to inspect, analyze, and appraise all lines of consumer products from the "consumer's point of view."

**General Electric** will begin manufacture of replacement television picture tubes for southern distribution in new facilities in Augusta, Ga. this fall. All popular sizes of picture tubes will be manufactured in this plant.



# new products

ANNA A. NOONE Editor



G-E Southport A-4 blanket

G-E cleaner C-7

## G-E's New Housewares Line

Two new automatic blankets, 2 heating pads, a new cord reel vacuum cleaner, "Peek-A-Brew" coffeemaker, newly-designed toaster, and an automatic heater comprise General-Electric's new housewares.

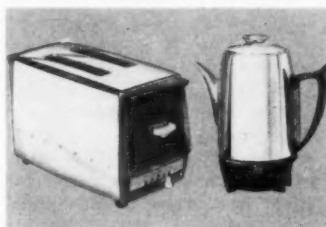
### Blankets

Southport A-4, deluxe blanket in 6 colors, peacock, green, white, pink, beige, azure, with 7-in. nylon binding; fabric is combination of rayon, cotton and Acrilan fiber and is washable, mothproof and non-allergic. Features include custom-tailored corners, illuminated comfort selector for proper level of warmth, maintained by Sleep-Guard.

Ridgefield A-3 in rose, seafoam or Caribbean blue, has nylon binding, washable, mothproof, non-allergenic blend of rayon and cotton; comfort selector and Sleep-Guard.

### Cleaner

Cleaner C-7 features a self-winding cord reel concealed under canister that makes it possible to pull out only as much cord as needed up to 21-ft.; cord remains extended while in use and coils itself out of sight at touch of toe control. Designed to follow user on a straight line, a gentle tug on hose swings cleaner to face user with on-off toe switch in front; all-around bumper protects furniture; oversize ball-bearing casters glide over rugs and door sills; finger-tip suction control lets user dial correct power for special chores; 1-hp input motor; 2-stage supercharger-type impellers provide extra suction; attachments include double-action rug and floor



G-E toaster T-92

G-E coffeemaker P-41

tool, dusting brush, upholstery nozzle, crevice tool and drapery nozzle plus extension wands and a removable attachment caddy. Finished in green and chrome.

### Coffeemaker

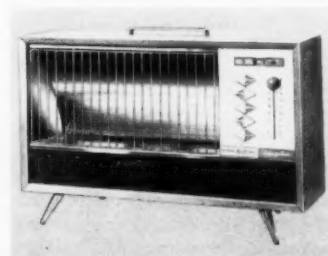
"Peek-A-Brew" coffeemaker P-41 has a transparent tube on handle side with accurate, easy-to-read markings indicate number of cups inside—makes it easy to measure amount of water to put into coffeemaker and tells how much coffee is left after serving; transparent tube is open at top for easy cleaning; brew selector for mild, medium or strong coffee; automatic brewing, keeps hot until served; 3-to-10 five-oz. cups capacity; chrome exterior, heat-resistant handle and base.

Newly-designed toaster T-92 has 9-position light-to-dark selector control; extra-high toast lift; heat-resistant plastic feet, handles and end shields; snap-out crumb tray; 1200 watts, a.c. only.

### Heater

Automatic heater H-5 combines radiant heat from large aluminum reflector with forced air heat pow-

ered by centrifugal blower. Counterflow design draws room air over reflector into blower, then forces it into a pressurized heat chamber and out into room through hi-velocity Venturi nozzles, spreading a carpet of heated air; isolates thermostat from internal heat, assuring thermostat reaction to actual temperatures; 2-heat settings: 1650 and 1275 watts; mercury safety switch turns heater off

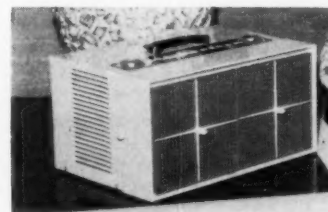


G-E heater H-5

if tipped; signal light indicates heater is "on"; pushbutton controls; lift-up handle; removable front grill and special interior safety grille; modern, beige cabinet with gold and chrome; weighs 18 lbs.; 14½ x 23 x 7½ in.

Prices: Southport blanket, \$32.95, twin-size; \$37.95, double bed single control; \$47.95 double-bed dual control. Ridgefield, \$24.95 twin; \$29.95 double-bed single; \$39.95 double-bed, dual-control.

Cleaner C-7, \$79.95; coffeemaker, \$19.95; toaster, \$19.95; heater \$39.95. General Electric Co., Housewares and Radio Receiver Div., Bridgeport, Conn.



Coolerator air-purifier

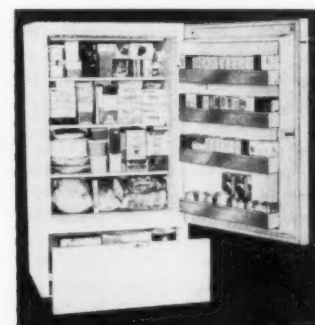
### Coolerator Air-Purifier

An electrostatic device that removes 95 percent of pollen, dust, smoke from homes, offices and hos-

pitals is announced by Coolerator.

This 15-lb. portable purifier measures 8x9x16 in.; is adapted from the Lectro-Filter developed for Coolerator air-conditioners; 3-speed fan uses ordinary current, may be moved from room-to-room to clean and recirculate air, or set in window to filter incoming air.

Prices: \$59.95. Coolerator Div., McGraw-Edison Co., Albion, Mich.



Kelvinator freezer KVH-11

### Kelvinator Freezer

Kelvinator's upright freezer KVH-11, provides 11-cu.-ft. frozen food storage plus 2.4 cu. ft. unrefrigerated utility storage in a drawer at bottom.

Stores 375 lbs. food in frozen food compartment and 4-door shelves, while full-width drawer below may be used for canned foods, freezer wrapping materials and containers or other purposes; roll-out drawer has nylon rollers for easy loading and unloading.

Square exterior design and interior styling to match Kelvinator's 1958 "Style Mark" refrigerators and freezers, and is an identical "twin" to recently announced 11-cu. ft. refrigerator K71H-11.

Four deep door shelves inside freezing compartment of gold anodized aluminum, hold packages in convenient location for quick turn-over items; cabinet contains 3 fast-freezing shelves and refrigerated top plate for consistent, safe temperatures; safety door latch opens easily from inside as well as outside; exterior dimensions, 31-in. wide, 58-in. high. Kelvinator Div., American Motor Corp., Detroit 32, Mich.

# new products



Westinghouse portable mixer

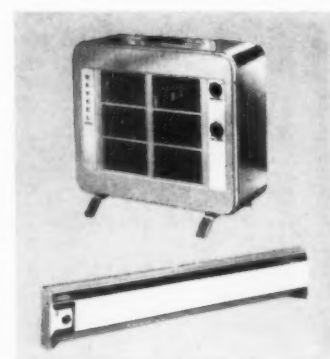


Westinghouse spoutless coffeemaker

1650-watts, features its own moisture cell for humidification, a tip-toe control; fan-forced radiant



Westinghouse Custom Supreme heater



Baseboard automatic 24T (below)  
Heavy Duty Thrift H-173-175 GT (top)

## Westinghouse Housewares Line

A line of five "Immerse-A-Matic" appliances that work off a single detachable thermostatic control, a new lightweight portable mixer, a spoutless automatic coffeemaker, two new blanket lines and nine new space heaters are announced by Westinghouse portable appliance division.

### Immersibles

The 5 automatic immersibles, using a single removable control, include an 11-in. and 12-in. frypan, a griddle, 3-qt. saucepan and 5-qt. Dutch oven. The single, interchangeable automatic control has a signal light to tell when pre-heated temperatures are reached; precise temperatures can be maintained because element in each appliance has been cast into utensil furnishing direct, even heat.

### Mixers

Beater ejector and 3-speed control on portable mixer are located directly under handle thumb position; detachable cord; handle open at rear permits mixer to rest on heel; beaters designed without center posts for faster mixing and easier cleaning.

### Spoutless coffeemaker

The new 8-cup automatic coffee-maker is designed without a spout; a guide in lid directs flow directly to cup without drip; improved water pump system, no moving parts or valves, Corox heater wrapped

around well causes water to pump up stem quickly where bubbler spreads it over coffee basket. Full-range brew control permits selection for strengths from mild to strong; signal glows when coffee is ready. Also suitable for soluble or instant coffee.

### Blankets

Two new lines of automatic blankets in 8 models, all feature Westinghouse controls to maintain selected temperatures; Deluxe models have dual-view control, easily read from top or side in dark; special control hanger permits it to hang on headboard or bedrail; deep pile nylon blend fabric; in twin, double and king sizes; pink, blue or green.

Imperial series, 80 percent virgin Acrilan, 20 percent cotton; signal wire system eliminates thermostats in blanket proper; heavy proportion of Acrilan; 8-in. nylon satin binding; available in twin, double (with single or dual controls) and king sizes in pink, blue, red, beige or white.

A special 9th model, double-bed size, of 80 percent rayon and 20 percent cotton has warmth selector on control in a wide range of temperatures; signal light glows when unit is on.

### Heaters

Top of line of 6 basic models, Custom Supreme, in 1320- and

heat; automatic, with thermostat to keep room temperatures at selected level; weighs 16 lbs.; 5640 Btu per hr. output; provides plug-in instant heat; 5-year guarantee.

Supreme, has automatic heat level control thermostat, safety tip-over switch, instant-glow elements; weighs 15 lbs.; 4510 Btu output; cold-wall construction; burgundy leatherette finish.

Deluxe has same finish and Btu output as Supreme; quick fan-forced heating system; chrome-plated safety grille and handle; non mar rubber feet; weighs 11 lbs.

Bantam, fan-forced model has combination chrome grille and carrying handle; baked mocha enamel finish.

Custom in 1320 and 1650 watts has 2 directional grilles, fan forced radiant heat; 2-speed fan. Special series comes in 1320 and 1650 watts; has automatic thermostat; safety tip-over switch; built-in fan and chrome safety grille.

Prices, Immersibles, from \$14.95 for the 11-in. frypan (covers extra, control, \$7.50); mixer, \$21; coffee-maker, \$17.95; Imperial blankets \$60 to \$125; Deluxe series, \$29.95 to \$69.95; Special, \$24.95. Heaters, from \$39.95 to \$19.95. Westinghouse Electric Corp., Portable Appliance Div., Mansfield, O.



Preway "counterchef" No. 396

### Preway Surface Unit

Counterchef, 24-in. wide, 4-element electric surface unit with satin chrome top stainless control panel and 7-heat switches; Jetube elements include three 1250-watt and one 2100 watt sizes; controls permanently mounted on front.

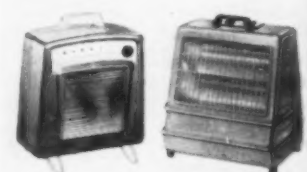
Price, \$112.95. Preway Inc., Wisconsin Rapids, Wis.

### Markel Heetaires

Four new Heetaires have been added to Markel-LaSalle 1958 line of portable heaters—Fan-Glo models 157T and 158T; baseboard Heetaire 24T; DeLuxe budget automatic models 70T-71T; and 240-volt fan-forced automatic H-173T and H-176T.

No. 157T-158T automatic models with 1320 and 1650 watts respectively, features new styling in decorator colors; safety tip-over switch; "guaranteed for life" patented Neo-Glo elements.

Baseboard Heetaire 24T; a new interpretation of portable electric heat and perimeter heat has "sealed-in-steel" 1500 watt element with 5 year guarantee; has over 1800 sq. in. finned heating surface; coppertone and beige case with brass control plate; retractable handle and guide light.



Heetaires 70-1T and 157-8T

Deluxe budget automatic models 70T-71T in 1320 and 1650 watts—a black heat fan-forced model has coppertone and chrome finish; sculptured steel styling.

Fan-forced H-173T, 3000 watt, 240 volts, and 2-heat heavy duty 240 volt automatic H-176T in choice of 3600 or 4800 watts, have heavy duty furnace type thermostat; 5-year guarantee for elements.

Balance of line includes five additional models 135T-136T; 197T-198T; 3-heat Fan Glo, 195-196; Fan-forced Thriftee No. 43; and 2-heat fan-forced Thriftee, 45-46.

All have built-in thermostats to maintain 40 to 85 deg. F, and turn themselves on and off as needed.

Prices: \$29.95 for 157T and 159T; \$49.95 for baseboard model; \$17.95 for 70-1T; and \$69.95 for 2-heat H-176T. Markel Electric Products Inc., and La Salle Products Inc., 145 Seneca St., Buffalo 3, N. Y.



Westinghouse "Immerse-A-Matic" appliances

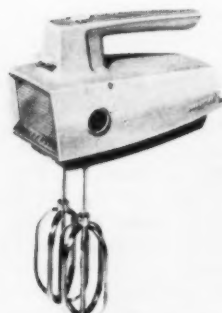




# new products



Universal 1959 Coffeemate



Universal redesigned portable mixer

## Universal's 1959 Housewares Line

Universal electric housewares line for 1959 includes 3 new Coffeemates, a line of portable hand mixers, heating pads and a new cordless electric shaver.

### Coffeemakers

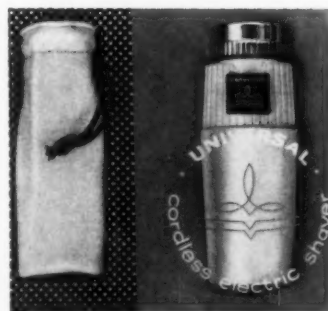
The 1959 Coffeemates are redesigned inside and out; exterior is modern, curved to include handle and spout into an all-over design; modern crystal crown; new escutcheon plate, gold and white striping with flavor selector knob also in gold and white; both 8 and 10-cup models, identical in appearance have heat-guard handle. Inside improvements include new tubular heating element more sensitive flavor selector; larger 1-piece cold water pump with larger tube that pumps faster and speeds up coffeemaking; 8- and 10-cup models now have same 600 watts for brewing and 45-watts for warming; easy-to-read cup markings.

### Portable Mixer

Replacing former white portable mixer is a new-style model in 4-colors yellow, turquoise, pink or white with front plane in corrugated gold color; weighs under 3 lbs.; 3-speed motor with nylon gears, fan-forced cooling, is rated at 115-watts; larger beaters have pushbutton release; over-all design modern without sharp corners and hard-to-clean crevices; high impact plastic combined with aluminum case; 7 7/8 in. long.

### Shaver

New cordless shaver features a self-contained power unit that needs no electric connections; weighs 6 1/4 oz.; precision chrome-plated head with thin screen; self-sharpening, self-aligning blades; brush type motor, silver-treated to eliminate electrical losses; commutator with nylon core and silicon steel laminations; bearings lubricated for life; power pack consists of 4 small size batteries the life of which is said to be 3 or 4-

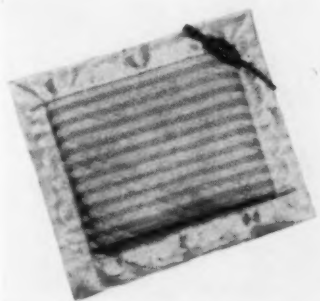


Universal Cordless shaver

months; rotating head cuts at rate of 300 cuts per sec.; comes complete with leather protective bag for use in travelling bag, briefcase etc; gift package combines green-blue and brown with metallic gold in bevel-edge box with acetate cover, embossed in white; easel back provides tile for display.

### Heating Pads

Heating pad line features a Queen size (19 1/2 x 22 1/2 in.) "Coverlette" with blue and white washable cover trimmed with white damask satin. Conventional pads include a low-priced 3-speed heat, water-resistant pad with washable blue cover; rose colored washable cover with 3 heats; and two other models, both 3 positive heat units, waterproof for wet or dry applications—one washable cover is quilt-



Universal "Coverlette"

ed pale green, the other yellow terry interwoven with gold thread.

Prices, Coffeemates, from \$26.95; portable mixer, \$19.95; shaver, \$16.95; heating pads from \$5.95 to \$12.95 for "Coverlette." Landers, Frary & Clark, New Britain, Conn.



Dormeyer coffeemaker

### Dormeyer Coffeemaker

Completely immersible, automatic, probe-type coffeemaker, may be washed with probe control detached; brews mild, medium, or strong coffee automatically; probe incorporates Dormeyer feature which eliminates recycling, gives uniform strength at all times; chrome finish on aluminum; brown plastic trim; balanced control handle; no-drip spout; jewel signal light; 4-to-10 cup capacity; new cold water pump action. Dormeyer Corp., 700 N. Kingsbury St., Chicago 10, Ill.



Majestic "Supreme" Incinerator SSO-8

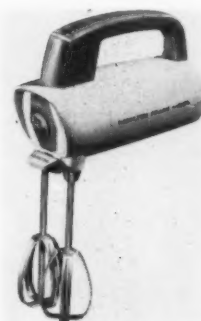
### Majestic Incinerator

Majestic's smokeless-odorless, gas home incinerator, "Supreme" No. SSO-8, features modern styling suitable for kitchen, utility room, garage or basement; pilot safety button; automatic clock-timer on chrome and blue trimmed appliance-type back panel.

Pilot access opening, thermi-jet gas burner; pull-out ash drawer and grate shaker handle located behind a front access panel; no controls protrude from sides or front, giving smooth, uninterrupted look; flue opening set in rear to permit venting directly into chimney.

Automatic clock-timer controls operation: dial is set at "wet", "medium" or "dry", depending on trash load; combustion is supported by stainless steel radiation plate inside charging door which reflects extra heat back into load; benturi flue collar causes air to be drawn into flue pipe from casing interior, mixing it with flue gases—flow of cooling air increases as temperature rises in flue, providing cooler casing temperatures; gas burner input is 30,000 Btus with pilot gas input of 800 Btus; capacity 1.5 bu; foil-faced 1/2 in. spun glass insulation; porcelain enameled top and door; heat resistant enamel outside casing. Self-sealing door has stainless steel liner.

Other features include non-warp combustion chamber; large-capacity ash compartment; electrically welded cold-rolled bar grate assembly with removable dump grate; foot pedal lid lifter; safety shut-off; built-in gas pressure regulator. The Majestic Co., Inc., Huntington, Ind.



Hamilton Beach Mixette No. 60

### Hamilton-Beach Mixers

"Mixette" No. 60, is completely restyled with forward look; features include precision-cast all-metal body; long-life bronze gears; sure-grip handle; chrome-plated steel beaters; special shape to prevent climbing of dough and splattering; 6-ft. cord locked in mixer body; 65 watts, 115 volts a.c. only.

Other features include 3-speed switch in handle; beater ejector button—beaters snap in and out for easy cleaning; stands on end for convenient use. Available in pastel pink, yellow or turquoise.

Other mixers in line include KWT and KCT. KWT in white with new color tones for controls; new Mixguide for 10 selected speeds; automatic cakemix timer which "chimes when ready" standard; bowl control brings batter to 1-piece guarded beaters; mixer slides off stand for portable use; comes with 2 matching white Pyrex bowls. KCT has same features in chrome. All models have 5-year guarantee. Hamilton Beach Co., Div. Scoville Mfg. Co., Racine, Wis.



## new products



Seth Thomas "Vista" (below); "Canewood" (top)

### Seth Thomas Clocks

Three electric clocks have been added to Seth Thomas clock line: Vista, Canewood and Cathy.

"Vista," a cordless electric model, long and low case in grained solid walnut; converts to wall clock by removing feet and hanging from pre-drilled holes; single flashlight battery runs clock for 12 to 15 mo; 7-jeweled movement.

"Canewood," electric alarm, had mahogany case, woven wicker

front, solid brass bezel and spool-type feet; luminous hands and hour dots.

"Cathy" electric alarm, in contemporary design with oriental flair; solid mahogany case with scene in center of full-figured dial; luminous hands and hour dots.

Prices, "Vista," \$65; "Canewood" \$14.95; "Cathy," \$10.95 Seth Thomas Clocks, Thomaston, Conn.



Sunbeam B008 occasional alarm

### Sunbeam Enters Clock Field

Sunbeam offers 17 different clock models with 36 variations in col-

ors, styles and finishes. Features include "wrap-around" face crystals for wide angle viewing; slim-trim design; built-in look to fit in any decor; self-illuminating dial for darkened room; petite alarms.

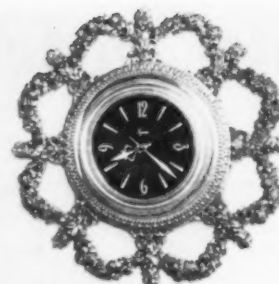
A compact, high-speed, 2-pole sealed rotor unit with separated coil assembly to permit reduction of motor unit thickness, accounts for the slim-trim design; self-illuminating dials are made possible by adaptation of light-generating coated metal; sealed in glass and provided with rheostat to control brightness.

No. A002, kitchen wall clock with molded case in 5 colors, brown, blue, red, sand gold or turquoise; hands and raised numerals are in contrasting colors.

Decorative wall clock A502, in, contemporary styling, natural finished cherry wood veneer; polished brass outer ring with matching gold color bezel, top handle and hands; white dial with black Arabic numerals.

Occasional alarm B008, with crystal clear case; oval bezel and hands of polished gold color; brushed silver dial; goldplated hour markers, is top of line.

Prices: From \$4.98 to \$34.50 for B008 Occasional. Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50, Ill.



Syraco "Garland" clock

### Syraco Clocks

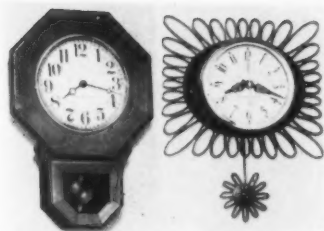
Powered by single flashlight batteries that last from 12 to 15 months, these new Syroco cordless wall clocks have 7-jewel movements; all are reproduced in Syroco wood from hand-carved originals in a selection of hand-applied decorator finishes with etched dials.

Three designs: "Paisley" with classic leaf and floral motif; 13 1/4 in. sq; available with 3-dimensional paisley border in metalgold finish with metalgold or black dial; or pink finish with grey dial. "Garland," shown, surrounded by a wreath of carved leaves and blossoms in metalgold Syrocwood. "Sunburst" is also now available in a cordless electric model. Syroco, Inc., Div., Syracuse Ornamental Co., Inc., Syracuse, N. Y.

## Now...have these experts plan the



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



G-E "School Days" and "Caprice"

### G-E Telechron Clocks

Modern styling, the combination of a variety futuristic shapes, swinging pendulums, fine wood finishes and brass are all features of the new G-E Telechron 1958-9 clock line.

**Syncopation**, music box alarm, features a fluted case of antique white with decorative crystal motif framing mauve dial; sweep second hand, white numeral over white hands.

**Caprice**, swinging pendulum model in a ribbon case available in black or white; gold numerals, brass hands against a black dial in white model; black case has white dial.

**School Days**, miniature replica

of old fashioned school clock with swinging pendulum; fruitwood case, white dial, black hands and numerals.

**Trim**, a thin tailored kitchen clock available in combinations of chrome and white, copper and white or yellow; easy-to-read dial; wall-hugging.

**Other models** in line, not illustrated, include **Horizon**, a wall-hugging, diamond shaped clock which may be mounted horizontally or vertically; white case with copper ribs or black case with gold flecks and ribs. **Scope**, table model; luminous dial and light gray case.

**Journeyer**, electric travel alarm in genuine leather case; luminous clock face. **Allure**, now available with white wrought iron scroll and case. **Longwood**, long, low alarm for bedroom, desk or den; African mahogany case; luminous hands and hour markers. **Dimension**, with distinctive dial and bezel in grained walnut case suitable for home or office. **Starburst**, decorative wall clock combines crystal clear and gold color rays to heighten brilliance of gold color dial with black hands and numerals.

**Prices:** From \$8.98 for **Scope** and **Trim** to \$59.95 for **Starburst**. **Clock and Timer Dept., General Electric Co., Ashland, Mass.**



Berns Air King heater-deodorizer

### Air King Heaters

Berns Air King Corp announces a new heater-deodorizer in 2 models FH-60 and FH-62, also a new forced air instant heater Turn-A-Grill.

**On the heater-deodorizer models**, separate switch controls permit units to be used as heater, or as deodorizer, both features also can be used at same time; automatic thermostat maintains constant temperature level; deodorizer refreshes air as needed. No. FH-60 is rated at 1650 watts; No. FH-62, 1320 watts; **Odor-Out** lamp clears air of odors, destroys germs and bacteria; lamp has rated life of 4000 hrs and is effective in areas up to 1000 cu. ft. Fan-forced instant heating ribbon element, au-

tomatic thermostat, pressure blower blade and "igloo" housing stays cool; automatic shut off control; red indicator light; rubber tipped base, chrome grill; antique white enamel.

**Turn-A-Grill** revolving directional heat flow chrome grill FH-22 has manually operated diffuser grill that can be turned 360 degs. to direct heat anywhere in room; tip-over safety switch; non-marring rubber feet; convenient carrying handle; aqua baked-on enamel finish.

**Prices:** FH-60 and 62, \$39.95; FH-22, \$19.95. **Berns Air King Corp., 3050 N. Rockwell St., Chicago 18, Ill.**



Berns Air King Turn-a-grill heater

the



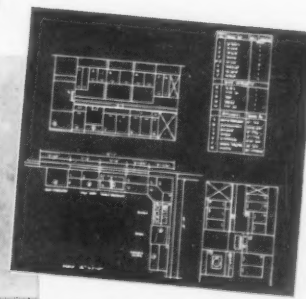
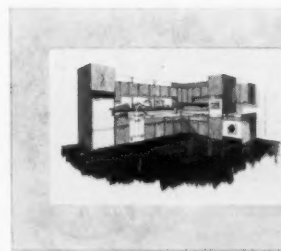
# Whirlpool kitchens you sell



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## new products



Norge refrigerator-freezer CBA-1558

### Norge 1959 Refrigerator, Range

Norge announces two 1959 appliances; a 2-door refrigerator-freezer CBA-1558 and a vertical broiler range ED-68VB.

The 2-door 15 cu. ft. refrigerator-freezer features a built-in ice cube maker; installed by tightening one bolt on a connection to a cold water faucet; has compartments which are automatically

re-filled and turns off when stocked with cubes; set into freezer section corner; it fills itself, freezes the ice, breaks it loose and drops crescent-shaped tubes into a drawer—this process is repeated until ice drawer is full (90 cubes), then shuts itself off; auxiliary tray is provided for additional cubes.

Swing-out shelf and crisper swing clear of refrigerator interior at touch of finger, may be lifted out for serving, use at work area, cleaning etc; shelves can be raised or lowered to new positions by means of small lever. Other features are frozen food dispenser in 151 lb. freezer compartment on bottom; dual lighting; dairy keeper; adjustable door shelf; freezer door pedal; Handidor door storage and Customatic cold system.

#### Range

In broiling compartment of ED-68VB range, meat and fowl is held between vertical racks; food broils on both sides automatically, sealing in juices, flavor, and cutting down shrinkage. Door of broiler remains closed for smokeless broil-



Norge range ED-68VB

ing. Vents on top and bottom of broiler facilitate air circulation. Other features include 7-heat "ful-vue" controls; convenient surface unit dials identify each of 7 cooking speeds with signal light on back panel illuminating when any unit is turned on; large-size dials; white porcelain with turquoise panel and dials of charcoal gray; full length fluorescent lamp in chrome; 21-in. oven; two 8- and two 6-in. top units; oven has speed broiler with adjustable broiling pan, rod type broiler unit is self cleaning.

Price, refrigerator, \$549.95. Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54, Ill.



Salton "Continental" Hotable

### Salton Hotray Line

Two new units have been added to the Salton Hotray and Hotable line—"Continental" Hotable and "Hotrayette."

"Continental" Hotable, a folding combination serving cart and food warmer for all occasions, can be folded for storage when not in use; brass finished frame accents; walnut side trim and inset handles; matching walnut melamine lower shelf; swivel casters; shatter-proof radiant glass heating area of 16 x 28 in.; adjustable temperature control thermostatically controlled from room temperature to 265 degs. F.; 1000 watts, 115 volts, a.c.

**NO FROST IN REFRIGERATOR**

**NO FROST IN FREEZER**



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M-17B

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**



Salton "Hotrayette"

"Hotrayette" features brass finished frame, walnut handles; 8½ x 6½ in. overall; shatter-proof radiant glass heating area of 36 sq. in.; thermostatically controlled at 200 degs. F., 120 watts.

Other models in line are a "Buffet" Hotable in walnut, mahogany or blonde formica finished drop leaves with lower shelf to match; Deluxe Hotray in new thin "silhouette" shape, satin silver aluminum finish, full width, solid walnut handles; "Supberb" Hotray has adjustable temperature control; thermostatically controlled up to 265 degs. F.; "Patio Master," satin

silver aluminum finish or with copper-tone side moldings; "Buffet" and "Deluxe" have 1000 watts; "Patio Master," 350 watts.

Price, "Continental," \$95; "Hotrayette," \$5.95. Salton Mfg. Co., 312 E. 95th St., New York, N. Y.



Tropic-Aire oil heater No. TOA-75A

### Tropic-Aire Heaters

Tropic-Aire's heater line is expanded and re-styled to include 4 oil heaters ranging from 36,000 to 75,000 Btu/hr. capacities and 5 gas heaters 15,000 to 70,000 Btu/hr.

Larger oil units TOA-60A and TOA-75A feature automatic wall thermostat, which is optional on other two oil heaters; gas models feature automatic modulating thermostat on 2 larger models and optional on smaller sizes.

Entire line decorator-designed in walnut and beige with platinum mesh grilles and gold trim.

Gas heater features include all-welded, leak proof combustion chambers for safe, odor-free operation; maximum flame burners; 1-piece, flame-proof fireside fronts of Pyrex; easy-to-light pilot lights; automatic turbo-blowers that turn on when chamber is hot and shut-off when chamber cools; fingertip controls on automatic thermostats.

Oil heater features include Mini-flame pilot lights; automatic draft regulators preset at factory; wide spread oval burners for ½ more heat than conventional round burners; automatic forced-air blowers; large rectangular heat chambers for ¼ more heat radiating surface than conventional round chambers; special heatsaver baffles; smaller models have waist-high dials for flame control; larger units have thermostats. Tropic-Aire, Coolerator Div., McGraw-Edison Co., Albion, Mich.



KitchenAid slicer attachment

### KitchenAid Mixer Attachment

A new fruit and vegetable preparing attachment for KitchenAid mixers is announced by Hobart. Any of 4 interchangeable metal cones slip into slicer attachment—fruit, vegetables, nuts, chocolate or coconut meat can be shredded or sliced thick or thin; apples can be shredded or sliced thick or thin; apples can be peeled, potatoes shoestringed, fish or shrimp cut; operates on 3, 4 or 5-qt. mixers.

Price: Complete with 4 cones, \$17.95. KitchenAid Electric Housewares Div., The Hobart Mfg. Co., Troy, Ohio.

# ST NEWS IN REFRIGERATION

This new RCA WHIRLPOOL never needs defrosting in either the refrigerator or freezer compartment because frost never forms in either section. So amazing is this new method that it will even remove frost from packages of frozen food! Foods freeze faster in the freezer because they are "blast-frozen" just like in a commercial freezer. And, because there are no coils inside the freezer, even the ice tray shelf glides out. Don't miss this tremendous sales opportunity.

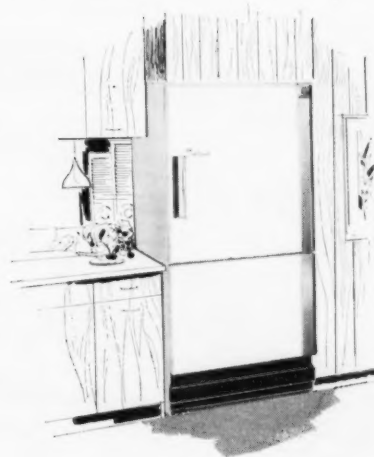
**Make an appointment today  
with your RCA WHIRLPOOL distributor  
to see the fabulous, new**



## Whirlpool NO-FROST REFRIGERATOR-FREEZER

RCA WHIRLPOOL . . . America's first family of home appliances

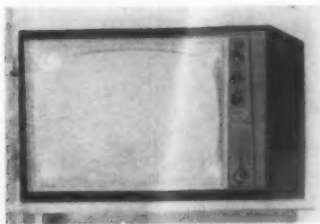
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Free-standing or built-in, these refrigerator-freezers have no exterior coils and can be mounted flush to the wall or side cabinets, or completely built-in.



## new products 1959 TELEVISION



Motorola TV 21T60

### Motorola 1959 TV Line

Three 17-in. and 17 basic 21-in. models comprise Motorola's 1959 TV line.

Features include improved tube Sentry protection; Golden M Premium Rated Tubes; 20,000 volts picture power; "High Pass Filter" an integral part of tuner eliminates man-made interference such as police radio, AM or FM signals, diathermy or ignition noise; 4-wafer Cascode tuners; improved audio circuitry and speaker sys-

tems; power transformer horizontal chassis. High fashion decorator styling includes cabinets styled and built by Drexel Furniture Co.

Two Golden Satellite remote tuning units are included—one a 3-function unit capable of changing channels, tuning set on/off and muting sound. The other remote adds a fourth function, volume control. Both remotes operate on ultrasonic sound wave principle—during station changes picture and sound are blanked out.

Seventeen-in. models include 17P5, a steel-cased portable in carnation or maple sugar; 17P3, adds top tuning, polished metal trim and pushbutton on/off switch; blonde, mocha or sky blue.

Table model 17T32, metal wrap-around in bronze masonite on swivel base in walnut or blonde. Leader in 21-in. table models, 21T58, has charcoal wraparound cabinet. Grained mahogany or blonde optional at slight increase; has full-power transformer chassis, tube sentry, 4-wafer cascode

tuner, high pass filter; new front design and front firing sound; lighted channel indicator.

No. 21T61 with masonite cabinet, brass legs optional has stereo input jack; mahogany or blonde finish.

Golden Satellite unit includes 21T60CH with 3-function remote unit; metal wraparound cabinet in charcoal, grained mahogany or blonde; receptacle on back holds remote when not in use and automatically turns standby power off when placed in cradle.

Console leader 21K98 has a 6 x 9 speaker; tinted removable safety glass; sound-up-glare-down design, walnut mahogany or blonde oak finish.

Styled-to-the-floor console 21K100 has 2 speakers—a 4-in. and an 8-in. with separate tone control; mahogany or blonde.

Swivel base console 21K101, modern design with gold accents in walnut, mahogany or blonde.

Provincial model 21K102 has 2 speakers, separate tone control, illuminated channel indicator; cherrywood finish.

Lowboy 21K103 with long, low look combines TV with magazine shelf; brass ferrules and legs separate set and shelf; 4 finishes, mahogany, California mahogany,

blonde or cherrywood; decorator styling.

Danish styling with cradle leg arrangement is featured in 21K104; Golden M hi-fi chassis; separate bass and treble controls; 3 hi-fi speakers—an 8-in and 2 4-in; walnut, mahogany or blonde. 21K105 has features of 104 in lowboy console featuring maximum thinness styling; walnut, California mahogany or blonde.

Remote control console 21K106 has modern styling; 3-function Golden Satellite remote unit; mahogany or blonde.

Three top models styled by Drexel Furniture Co. feature Golden M Hi-Fi chassis, separate bass and treble tone controls; hi-fi speaker system with an 8-in. woofer, a 5-in. midrange and a 4-in. tweeter; 4-function remote optional; stereo input jacks included; No. 21K108 styled to integrate with Drexel's "Declaration" line of Early American Shaker styling in walnut; No. 21K109 in hand-rubbed mahogany styled to match "Travis Court" line; No. 21K110 French Provincial in walnut to match Drexel "Touraine."

Prices, from \$189.95 for 17P5 to \$539.95 for 21K110. Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.

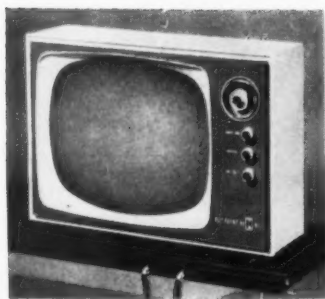
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 with exclusive, automatic Fabric Control...  
 2 speeds... 3 cycles... wrinkle-free washing  
 ...money-saving Suds-Miser®... full-time  
 Lint Filter... 5 wash and 2 rinse temperatures  
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Hotpoint "Flair" table set

### Hotpoint 1959 TV Line

Fourteen new TV sets for 1959 in two style groups: the "Flair" group consisting of 9 models and the "Decorator" group of 5 models.

Top of line in "Flair" series are two 21-in. lowboys No. 21S630 walnut and 21S631 light oak; lowboys stand 30-in. high, are 37-in. wide and 10-in. deep; vertical louvered sound chamber at left houses 2 speakers, an 8-in. and a 4-in.; to right of picture tube is a vertical cluster of 4 channel and control dials stay-set volume control; automatic electrostatic focus; matched sight and sound tuner. Other features include more pow-

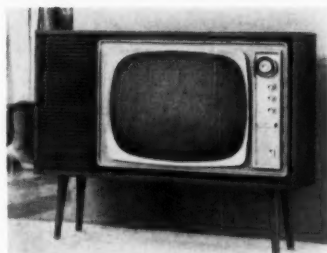
erful chassis, new 110-deg. picture tube.

Two 21-in. consoles, 21S532 mahogany and 21S533, light oak complete 21-in. models in "Flair" group. Both have louvered sound chamber below picture tube; 2 speakers, an 8- and a 4-in.; vertical control panel to right of picture tube; more powerful chassis; 110-deg. tube; new speaker with aluminum voice coil, stay-set volume control, improved tuner, automatic focus, automatic matched sight and sound tuner.

Five "Flair" table models include two 21-in. and three 17-in. models; 21-in. models 21S420 in shale grey and tan, and 21S421 in walnut and tan feature an 8-in. cabinet depth, front mounted speaker, safety shaded window, built-in retractable antenna, vertical control styling, powerful chassis, 110 deg. picture tube; stay set volume control; automatic focus and automatic matched sight and sound tuner.

Table 17-in. models 17S321 in mist and cadet blue, 17S322 in walnut and sandalwood and special "leader" 17S320 in white and grey. All have cabinet less than 7 in. deep.

Five new 21-in. "Decorator models include 4 consoles and a table model. No. 21S560 in ma-



Hotpoint "hand-span" lowboy

hogany wood veneer and 21S561 in light oak features coaxial hi-fi speaker, 21 in wide and 7-in high oval with special inset 4-in. tweeter located below picture tube; crossover network separates high and low frequencies; miracle memory tuner, remembers exact tuning adjustments automatically; more powerful chassis; 110 deg. picture tube; stay-set volume control, automatic focus, automatic matched sight and sound tuner, high contrast amplifier and remote control.

Two 21-in. consoles 21S550, mahogany and 21S531, light oak plus a 21-in. table set 21S412 complete Decorator group. Features include 8-in. speaker; 110 deg. tube; improved tuner; stay-set volume control; automatic focus; automatic matched sight and sound tuner; aluminum voice coil.

Two 14 in. and two 17-in. portables, introduced in January have been restyled in color and are integrated into 1959 lines. No suggested retail prices were set. Hotpoint Co., 5600 W. Taylor St., Chicago 44, Ill.



G-E "Furniture" TV set 21C2465

### G-E's 1959 TV Consoles

G-E's 1959 TV line consists of 9 basic models: 2 table models, (see June, p. 97) and 18 consoles and Lo-Boys.

Incorporated in 10 new furniture sets is a 9 x 21-in. oval speaker; in 8 sets it is coupled with a 4-in.

# Y UNITS IN 3 DAYS...

That's what Baggett & Co. did in Salinas, Calif., with the terrific, field-tested, RCA WHIRLPOOL laundry appliances "Truck 'N Trade" promotion...it's selling great across the country...in Trainer, Pa., Trainer Appliances sold 23 units in 2 days...in Chicago, Ill., Lindon's Furniture & Appliances sold 43 units in 4 days...in Waukegan, Ill., North Shore Washer sold 35 units in 3 days...in South Chicago Heights, Ill., Earl's Appliances sold 45 units in 3 days! **CASH IN...**

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There's real money in selling relaxation . . .  
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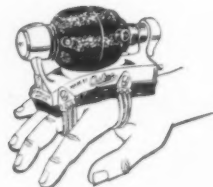


**Oster** has the products

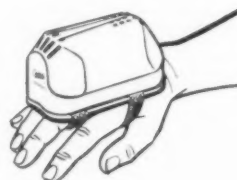
New 4-way Electric Massage Pillow . . . an Oster exclusive . . . the only nationally-advertised brand . . . the only one with Good Housekeeping Seal of Approval — Loaded with exclusive best-seller features: exclusive Oster 4-way massage action — 2 intensities for surface massage, 2 intensities for localized massage; exclusive Vinyl cover — soft, soil resistant, wipes clean with damp cloth. DELUXE MODEL 199 — \$19.95 retail. STANDARD MODEL 198 — \$14.95 retail.



SCIENTIFIC



STIM-U-LAX, JR.

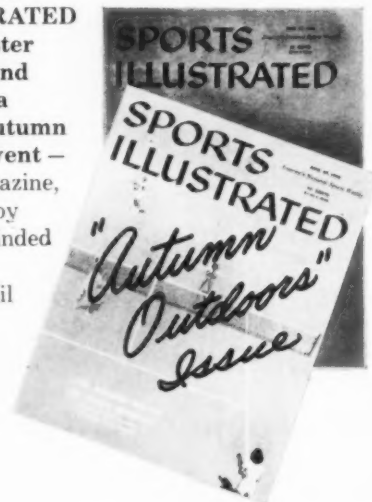


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# new products

GE TV (cont'd)

hi-fi speaker to form a coaxial hi-fi speaker system capable of reproducing from 40 to 10,000 cycles, 10-watts power rating, and uses a high energy Alnico V magnet.

A second coaxial TV sound system of smaller proportions is used in 2 new furniture models, coupling an 8 x 12 in. bass response speaker with a 4-in. hi-fi speaker through cross-over network.

The 10 "Co-ax" sets are equipped with a 3-way phono jack controlled through switch.

**Push-button** electronic tuning in 4 models; each channel selector button is used as an individual fine tuner, once adjusted it automatically fine tunes the channel as it is selected.

A 2-way remote control, standard on all models with Electronic power tuning; wired to set, the unit gives greater control than usually provided; hand-size control panel turns set on/off, selects channels, adjusts volume continuously.

Slim cabinets are featured in 5 of the new furniture sets; No. 21C2465 has walnut cabinet Scandinavian design, slightly over 10-in. deep; oval shape, overhanging top on tapered legs running full length from top to floor, brass ferrules; 9 x 21 in. coaxial hi-fi speaker and telescoping antenna.

Two chassis are used, "M-4" and "Super 6-F" used in 9 consoles.

"Super 6-F" chassis has 15 tubes including picture tube for VHF and an additional tube for UHF; 3 rectifiers and detectors; 2 tube type and a semi-conductor for VHF, with an extra tube-type for UHF; "Picture-Guard Monitor" circuits; width control, cascade tuner, full power transformer, new rectifier with higher voltage capacity, improved deflection yoke and high-contrast amplifier.

Standard with all G-E furniture sets are the "Ultra-Vision" aluminized picture tube, dark safety glass, "glare-rejector"; improved sound.

Period styling, contemporary, Scandinavian and Lo-Boy models with swivels and casters available; models with metal, pressed wood, or genuine walnut, mahogany, oak veneers or hardwoods. **General Electric Co., TV Receiver Dept., Electronics Park, Syracuse, N. Y.**

## BRIEFS

**Neophonic** (new sound), a new electronic sound development designed to produce 3-dimensional sound from all monaural sound sources—record players, tape decks, radio and TV; 15 in. long, 7 in. wide and 9-in. deep. \$99.95. **Auto Electronics, Inc., Elwood, Indiana**



Emerson table TV No. 1476

## Emerson 1959 Line

Emerson announces a new Stereo hi-fi Phonoradio 896, a 21-in. table 1476, a 17-in. portable, 1504 a 17-in. table 1402, and 2 21-in. consoles 1467 and 1478.

**Phonoradio.** 896 features an Emerson Stereo hi-fi amplification system designed for stereo or monaural; equipped with "auto-Brain, 4-speed stereo and monaural record changer that automatically adjusts turntable speeds for 33 $\frac{1}{3}$  and 45 rpm records when intermixed; includes a superhet radio and an audio system with a 12 in "woofer" and 3 matched "tweeters" and provision for adding external speakers; limed oak or mahogany grained cabinet.

**Table model 1476,** a 21-in. set, has Turn-A-Vision base; wide angle 110 deg. kinescope; full-power transformer chassis; up-front 1-knob tuning; 3-stage I.F.; "local-distance" control; newly designed 2-speaker miracle-tone sound system with coordinated "woofer-tweeter"; Tru-Slim cabinet in mahogany or limed oak finishes.

**Portable 17-in model 1504** has aluminized tube, super powered long-distance chassis; easy-to-reach tuning controls; housed in alligator-embossed vinyl clad cabinet in ivory-gold-red-gold, black-gold, or green-gold with contrasting mask.

**No. 1402,** table set with 17-in., 110-deg. aluminized tube has full-power transformer chassis, 3 stage I.F. amplification, "local-distance" control, up-front, 1-knob tuning in Tru-Slim cabinet in mahogany or blonde grained finish.

**Two new 21-in. consoles,** 1468 and 1478, have full-power transformer chassis; wide angle 110-deg. aluminized picture tube; "local-distance" control, 3-stage I.F. amplification; twin speaker hi-fi sound system. No. 1468 has high style cabinet in limed oak or mahogany grained finish. No. 1478 has Turn-A-Vision swivel base; Tru-Slim cabinet in limed oak or mahogany grained finish.

**Price,** Phonoradio, \$168; No. 1476, \$238; No. 1504, \$148; No. 1402, \$168; No. 1468, \$248; No. 1478, \$258. **Emerson Radio & Phono Corp., Jersey City 2, N. J.**



Granco Stereo-hi fi console RP-1720

## Granco Stereo-Hi-Fi Consoles

Granco announces 2 stereophonic-hi-fi consoles RP-1720 and RP-1730 completely equipped to play stereo discs and standard monaural records in all speeds; each model contains 2 push-pull amplifiers totalling 40-watt peak output; 2 speaker systems: 12-in. woofer and 4-in. tweeter; separate bass, treble and loudness controls for each amplifier. Both models have automatic 4-speed record changer, new flip-over stereo cartridge with diamond stylus for stereo, LP and 45 records and a Granco FM-AM tuner for complete radio reception; call components housed in single wood cabinet in choice of contemporary or provincial styling; connections for companion external speakers available.

**Price.** RP 1720 contemporary, mahogany, \$379.95; walnut, drift oak, \$399.95. No. RP-1730, Provincial, cherry or maple, \$449.95; antique white and gold, \$469.95. **Granco Products Inc., 36-07 20th Ave., Long Island City, 5, N. Y.**



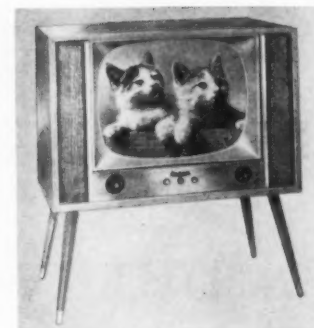
B-B Ektacom

## Ektacom Intercom

Designated the "K" series this intercom system uses an Auto-Mute circuit which completely silences units during no-conversation periods, yet allows calls to be originated by any station.

Available as a 2-station "kit" which includes 500 ft. special cable or in 5-station master units which may be intermixed, the Ektacom "K" series features lower power output and simple cabinets of all-steel construction with baked enamel finishes.

**Price,** 2-way system and 5-station master, \$65. Several remotes are available for use with multi-station master. **Fisher Berkeley Corp., 4224 Holden St., Emeryville, Calif.**

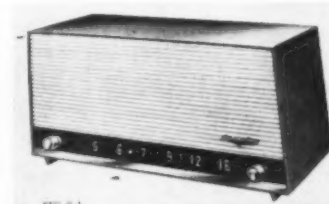


Andrea "Winfield"

## Andrea TV Set

This 21-in. receiver has a horizontal chassis, single unit design, 18-tubes, 6 of dual function type; features full service transformer; 110-deg. 21-in. aluminized picture tube; 2 front-mounted speakers; modern lowboy design cabinet of hardwood solids and veneers.

**Price,** \$290, mahogany; \$300, blonde or fruitwood finish on cherrywood veneers. **Andrea Radio Corp., 27-01 Bridge Plaza N., Long Island City, 1, N. Y.**



Packard-Bell radio 6R-1

## Packard-Bell Radio

**No. 6RL table radio** has 6-tube superhet chassis; 6-in. oval speaker; built-in ferro-loop antenna; floodlite slide rule dial; fully-enclosed plastic cabinet in ebony or decorator colors.

**Price,** \$32.95 ebony; \$34.95 in colors. **Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles, 64, Calif.**

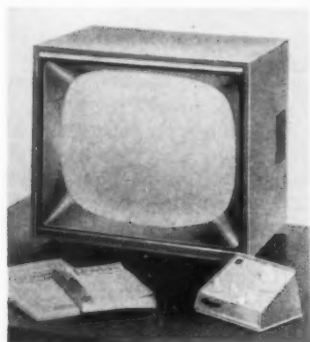
## RMS Dyna Wave Antenna

**Dyna Wave,** recently added to RMS 1958 power line has fringe range, with maximum gain for color and black and white reception; elements are cut for maximum gain on all low and high band channels 2-13.

**Features include** low silhouette design to reduce wind drag; automatic snap-lock construction; Styrene plastic insulators to secure all elements and eliminate stress; Quadro-grip, U-bolt assembly which grips antenna crossarm to mast 4 times to prevent slipping and turning of antenna on mast. Available in 2 models DW-60 and DW-120. **Radio Merchandise Sales, Inc., 2016 Bronx Ave., New York 62, N. Y.**

# new products

TV, STEREO-HI-FI PHONOS



Packard-Bell 17VT-7

## Packard-Bell Adds TV Sets

Three new models have been added to the "Super-Seventeen" TV series: 17VC-1, colonial horizontal console; 17VK-1 horizontal combination TV-phono; and 17VT-7 table set with "Control Master" remote control.

17 VC-1, hardwood horizontal console in authentic colonial maple styling has V-88 chassis; 110 deg. aluminized tube; hardwood sound chamber; push-pull on-off volume control; power transformer protection; local-distance control; optic filter safety lens and automatic focus.

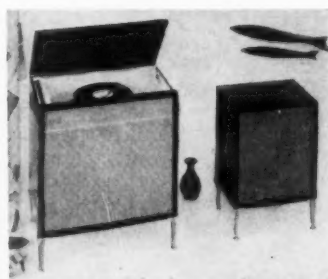


Packard-Bell 17VK-1 TV-phono

17VK-1, TV-phono combination in modern walnut or blonde oak has V-88 chassis; hi-fi sound system with 2 speakers—large woofer and Alnico 5 tweeter; from 50 to 15,000 cps response; 4-speed automatic record changer equipped with dual sapphire needles; automatic turn-off after last record; variable tone control.

17VT-7, designed for bedroom, den, playroom or for shut-ins, hospitals etc., has "Control Master" remote control; power transformer protection; amplified a/c; full-range sound; Optic filter safety lens; cascade tuner; handcrafted walnut or blonde oak cabinets.

Together with the 17VT-3 "Porta-Bell" portable with fiber glass cabinet and 17VT-4 table model, these 5 models make up P-B's line of 17-in. sets. Packard-Bell Electronics, 12333 W. Olympic Blvd., Los Angeles, 64, Calif.



Motorola SK12 stereo phono

## Motorola 1959 Hi-Fi and Stereo

Motorola's hi-fi stereo phono line for 1959 includes 9 models. Beginning with SF11, portable that separates to put its 2 speakers at sufficient distance to give stereo reproduction; it has newly designed Motorola 3-speed automatic changer finished in silver; dual channel amplifier; two 5 1/4 in. speakers; plywood case has scuff proof stain resistant pyroxylin brown or blue cover. SH12, combines hi-fi and stereo in portable case that opens into 3 connected or separate pieces to bring stereo sound into any size room; speakers are contained in each wing; all controls are centrally located in middle section; 4 speakers include a 6-in. and a 4-in. in each channel; plywood case with brown miracle fabric cover encases a newly designed record changer trimmed in silver, dual sapphire stylus and 45 rpm spindle.

Single cabinet console, SK11, 6-control unit, features a front grill divided into 2 separate speaker areas angled back from center to project sound in dehdral angle.

SK12, a 2-piece stereo unit with matching S12 speaker, uses 4 speakers—2 10-in. woofers and 2 5-in. tweeters—driven by dual channel 16-watt amplifier; lowboy styling; tapered brass legs; speaker enclosure, a miniature version of master control unit; blonde finish.

SK13, top single piece stereo unit features a bow-front mahogany cabinet; 6 speakers—two 12 in. woofers; two 5 1/4 in. midrange and two 5-in. tweeters; dual channel full 40-watt stereo amplifier; 6-controls located in record changer compartment in lift-lid center; includes gold-trimmed stereo changer with diamond flipover stylus; compartment light accents gold appointments; stereo and FM input jack.

Upright console SK 14 with matching speaker enclosure has 8 speakers a 15- and 12-in woofer; four 5 1/4 in. midrange; two 5-in tweeters; 30 to 15,000 cycle range; dual channel 40-watt amplifier with pushpull output; stereo and FM jacks; mahogany cabinet; speaker cabinet, \$100 extra.

Top of line, decorator models employ sound reproduction system of SK14, in cabinets designed by Drexel to match Motorola Drexel TV series: "Declaration," "Touraine" and "Travis Court." All have AM-FM tuner with flywheel tuning, lighted dial scale and magic tuning eye.

## Hi-Fi

Motorola hi-fi line has been designed so that conversion of any unit to stereo is a simple add-on, clip-on job. Newly designed record changer, new styling, console models with external speaker jacks, conveniently located speaker switches for piping music to other rooms, new presence control are some of the features.

Top of line 13KT15 combines hi-fi playing system with deluxe AM-FM tuner; 4 matched speakers—a 15 in. woofer, two 5 1/4 in. mid-range speakers and a 5-in. tweeter—driven by 20-watt amplifier; automatic 4-speed record changer finished in gold; diamond flipover stylus; radio has tuning eye, vernier drive slide rule dial; stereo jack 3 finishes, cherrywood Provincial, blonde oak contemporary.

No. 10K12 combines AM-FM tuner and hi-fi phono in contemporary lowboy; 3-speakers—a 12-in. woofer, 6-in. midrange and 4-in. tweeter; 20-watt push-pull amplifier; new changer with diamond stylus; can be converted to stereo use. AM-FM radio does not include tuning eye or tuned RF stage, this doored unit in mahogany, blonde oak or walnut.

No. 6K13 without AM-FM tuner has 20-watt amplifier and same matched speakers as 13KT15; space is provided for drop-in AM-FM tuner if desired; golden changer; illuminated player compartment; diamond stylus; 45 rpm spindle; rubber turntable; contemporary styling in mahogany, blonde oak, walnut or cherrywood.

No. 5K11, lowboy, has 5 controls located on cabinet front, includes speaker switch; speakers include 12-in. woofer; 6-in. midrange and 4-in. tweeter; pushpull 16-watt amplifier; changer trimmed in silver has diamond flipover stylus; 45 rpm spindle; record storage space provided; blonde oak or California mahogany.

Two table models 3H25-2 in furniture styled cabinet with optional brass legs has 3-speakers—a 6-in. and two 4 in.; 8-watt amplifier; flip over dual sapphire stylus; 45 rpm spindle; blonde oak.

Portable 3H24-3 has all features of 3H25 but has newly designed record changer and fibre glass cabinet in blue or suntan.

Price, stereo units from \$99.95 for SF11 to \$499.95 plus \$80 for extra speaker enclosure for model

SK18. Hi-fi models from \$109.95 for 3H25 to \$409.95 for 13KT15. Phono line from \$29.95 for "Mopet" to \$79.95 for 5R14. Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.



Columbia phono No. 618

## Columbia 1958-9 Phonos

The 25-model Columbia line encompasses 4 major categories: monaural-only phonos; stereo-adaptable models; stereo units with optional additional speakers available; and full stereophonic 2-unit sets.

A feature of Columbia's stereo equipment is "CD" constant displacement) stereophonic cartridge; low mechanical impedance allows minimum of record groove-to-needle stress, permits truer tracking of needle in fine grooves of record; balanced listening control, another feature, permits stereo-listening from any point in room; 2 speaker-amplifier systems are balanced with single control which can change the direction of stereo sound; line also includes a variety of modern and traditional furniture styles.

Monaural group includes models 612, 613, 540, 641 and 516. Nos. 612 and 613 have 4-speed turret selector; 2 controls; hi-compliance, climatized Columbia-Ronette cartridge with 2 jeweled styli; true track feather balance non-resonant Columbia tone arm; self contained 45 rpm adapter; front radiating speaker with Alnico magnet; No. 612 has 4-in. extended range, No. 613, 4 x 6 in. oval.

No. 540 has 4-in. extended range speaker; 2 controls; lock-cornered wood cabinet with washable leather-type fabric; automatic 45 rpm changer; plays 14 records automatically.

No. 641 has features of 540, with rubber-nat turntable; automatic shut-off; plays 7, 10, and 12 in. records automatically.

No. 516 has 2 speakers a 6-in. woofer and a tweeter coaxially mounted; features include distortion-suppressor feed-back circuit; automatic changer with 4-speed turret control; automatic shutoff.

Stereo-adaptable models 617, 618, 517-A, 518-A, 622 and HF-2, contain a.c.-d.c. type amplifiers; have 4-wires in tone arm and a standard monaural turnover 2-ter-



## BRAND NEW in the UNITED STATES

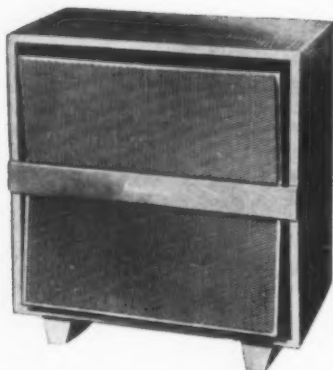


"KLEENETTE" & "KLEECAR"  
Unique hand-brushes that vacuum up  
the dust they brush off!

Perfect for clothing, curtains, upholstery and furs! Specially designed suction-action cannot harm delicate fabrics. These fabulous little brush-vacuum cleaner combinations weigh only 24 oz. (size: 7 1/4" x 4" x 4"). KLEENETTE operates in any home on 110 volts. KLEECAR has 12 volt motor and cigar-lighter plug for auto use. Best sellers in Europe, these rugged, service-free appliances are made by LESA of Milan, Italy, one of the oldest and most reputable electro-mechanical manufacturers. For free literature and information, write to:

**LESA OF AMERICA Trading & Mfg. Corp.**  
11 West 42 St., New York 36, N. Y.

## ARMSTRONG AGA APPROVED HEATERS



### The Brand NEW Armstrong

Series 200 Vented Circulators—with or without radiant feature—designed with that "sheer look" to fit in with any furnishings.

For use with Natural-Mixed, Manufactured and LP Gases. 30,000, 40,000, 50,000 and 70,000 B.T.U.

Finished in Armstrong's own "Mocha-tone" tan with front grille in contrasting gold silicone enamel. Front removable for easy cleaning.

Blower converts to a forced air unit in a few minutes.

Write for full specifications, also data on all 60 Armstrong models and sizes.

**ARMSTRONG PRODUCTS CORP.**  
Dept. EM, Huntington 12, W. Va.



FOR THE DEALER...THE DISTRIBUTOR...THE MANUFACTURER

## The GIMMICK That MOVES The GOODS



### Duncan Hines DINNERWARE

TESTED—PROVEN—PROFITABLE

The positive tie-in that is the biggest promoter of appliance sales in America today!

Promotionally Priced for DEALER LOADER,  
GIVE-AWAY or SELF-LIQUIDATION

FREE MAT ADS and Promotional Aids!

LET US PLAN A PROMOTIONAL  
PROGRAM FOR YOU!

Write Today for Catalog  
Sheets and Complete Details

### Stetson China Co.

1563 Merchandise Mart, Chicago 54, Illinois  
America's Largest and Most Modern Dinnerware Manufacturer  
\*Trade Mark of Hines Park Foods, Inc., Chicago, N.Y.  
Stetson China Co., Lincoln, Ill., licensee

## new products STEREO AND RADIO

COLUMBIA (cont'd)

minal cartridge with 2 sapphire needles; 2 extra wires are taped back at cartridge end and connected to socket on back labeled "stereo-output." Conversion kit model A-120 for these units contains 4-terminal stereo cartridge; 20-ft. connecting cord with jacks; covered case, shelf-type amplifier.

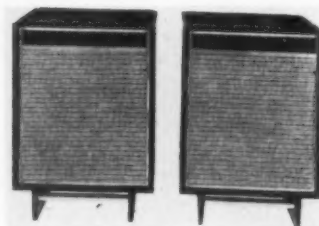
No. 617 has 2 front-radiating speakers a 6-in. extended range and a tweeter; automatic 4-speed changer with automatic shut-off; 3 controls; compensated loudness control plays 7, 10 and 12 in. records automatically. Available with built-in superhet radio as 517A.

No. 618 with 2 speakers, an 8-in. woofer and a 4-in. tweeter plus all above features; available with built-in superhet radio as model 518A.

No. 622 has 3 speakers, an 8-in. woofer and 2 tweeters; genuine wood cabinet; available with 14 in. matching wood legs at slight additional cost.

No. HF-2, has 2 8-in. coaxial speakers in detachable lid; washable pyroxylin fabric covering on all-wood cabinet; microphone for use as P.A. system; separate fading control for microphone; 4-speed, turret-controlled motor and turntable; "Fonofluid" tone arm; Columbia-Ronette cartridge with 2 jeweled styli; storage space for EP-1 earphone attachment; built-in 45 rpm adaptor; tuner input jack.

Stereophonic group includes models 623, 626, 360, 642, 672, 682, 683, 632, 634, 645 and 650, and are equipped for stereo with dual amplifiers, stereo cartridge, dual controls; auxiliary speakers available at extra cost include AX-100, AX-105, AX-110, AX-115 and AX-125. Three models have 2 speakers—2 have 3 speakers; and five have 4-speakers nos. 632, 634, 645, and 650 have self-contained speakers; 2 complete amplification channels and dual controls for stereophonic operation; CD stereophonic cartridge; diamond stylus; plus features in other models.



Columbia stereo phono

Complete stereo units 637, 680 and HF-3 need no conversion or additional speakers. No. 637 has 3 speakers, a 12-in and two 6-in.; 1 master unit and 2 remote speaker units; C-D stereophonic cartridge;

diamond stylus; 5 controls; listening control and function switch; 3 cabinets of fine veneers, in mahogany, blonde, walnut.

No. 680 has 6 speakers two 12-in. woofers; four 4-in. tweeters. One unit includes automatic changer, controls, dual amplifiers and a set of speakers, matching unit contains second set of speakers; equipped with C-D stereo cartridge; diamond stylus; 5 controls; mahogany, blonde mahogany and walnut veneers.

No. HF-3 has 2 speakers, one in each half of speaker cabinet, 8-in. coaxial woofer-tweeters. Contains 2 complete amplification channels with dual controls and twin speakers; 2 cabinets, both portable, one contains amplifiers and controls the other splits into 2-speaker enclosures; 5-controls; "Fonofluid" tone arm; built-in 45 rpm adaptor; washable pyroxylin covered cabinet in ginger brown.

Prices, from \$39.95 for stereo-adaptable units; full stereo sets begin at \$299.95. Columbia Records, 799 7th Ave., New York, N. Y.



RCA-Victor Strato-World III No. 1MBT6

### RCA-Victor Transistor Radio

Strato-World III, 7-band, all-transistor radio weighs less than 12 lbs; standard AM band plus 2 ship-to-shore and amateur short-wave bands; 4 international short-wave bands; contains 9 RCA transistors; operates on "D" cell standard flashlight batteries; has 2 antennas (air loop for domestic listening, telescoping antenna for shortwaves); provision for external antenna also.

Other features include earphone jack; phono-jack; reduced battery-drain on low-volume personal listening level; recessed band selector switches to desired frequency; spring loaded rotary switch operates pilot light for dial illumination; black lizard case with easy-carrying handle; world map on case-lid indicates time zones all over world.

Price. \$195. RCA-Victor Radio and Victrola Div., Camden, N. J.

New from Ronson...

# a money-making sales incentive program for dealers and sales personnel

## FOR YOUR SALES PEOPLE!

**Cash bonus** for each Ronson CFL electric shaver, Lady Ronson Deluxe or Ronson Hair Dryer they sell!\* P.M. tally cards with full instructions will be distributed by your Ronson supplier. Bonus payment will be made promptly by Ronson!



## FOR YOU!

**Free goods!** For multiple sales of each product—Ronson CFL, Lady Ronson Deluxe or Ronson Hair Dryer—you will receive directly from Ronson (not your distributor) more of these products free!

**BONUS!** Ask your supplier about Ronson's liberal cooperative advertising allowance. Tie in with Ronson's powerful national advertising program!



MAKER OF THE WORLD'S GREATEST LIGHTERS, ELECTRIC SHAVERS AND HAIR DRYERS

\*Cash bonus also applies to Ronson Vavafame and Butron Table Lighters.



# ZENITH DEALERS New Model ORDERS

Zenith Radio Corporation  
— 6001 DICKENS AVENUE —  
CHICAGO 39, ILLINOIS

DEAR ZENITH DEALERS:

Thank you!

The tremendous reaction of Zenith dealers to the new 1959 Zenith Anniversary line of Television, Radio, High Fidelity and Stereophonic instruments is the most sensational in our 40 years of history.

Zenith Distributors from all over America are reporting record breaking Dealer acceptance and orders for all products in our new 1959 Zenith line.

Retailers everywhere are telling us that Zenith has again provided the finest merchandising programs that add to dealer profits and increase sales at retail.

It is possible, on the opposite page, to reproduce only excerpts from a few of the telegrams we have received—these are representative of Dealer reaction in every city of the country.

The continuing confidence and enthusiasm of Zenith Dealers indicates record breaking sales performance during the next 6 months.

You have our pledge to continue to develop the finest quality and the best styled merchandise in the industry. We pledge also to support these products with an outstanding advertising and merchandising program which will help dealers sustain sales of Zenith products regardless of general industry or economic conditions.

Very truly yours,

*L. C. Truesdell*

L. C. Truesdell,  
Vice President,  
Director of Sales



L. C. Truesdell,  
Vice President,  
Director of Sales



# PLACE LARGEST IN 40 YEARS!



**DISTRIBUTOR REPORTS ARE IN FROM 4 CORNERS OF THE NATION...  
DEALER ORDERS FOR NEW 1959 ZENITH LINE HIT ALL TIME HIGH!!**

*(excerpts from telegrams)*

## **Los Angeles**

"...recent Zenith showing greatest in history sales 37 percent over all time high year 1957. Dealer response terrific"

**Ed J. Dymek,  
Sues Young & Brown**

## **Newark**

"Highest dealer show sales in our 37 year history. Dealer reaction terrific. Best regards"

**David Slobodien &  
Fred Goldberg,  
Apollo Distributing Co.**

## **Atlanta**

"...thanks to Zenith for another outstanding radio, television and stereophonic high-fidelity line. Sales to dealers 51 percent over last year for the 40th anniversary line"

**H. L. Gryder,  
Graybar Electric Co.**

## **New York**

"June dealer meeting breaks all previous records. Sales up 166 percent over last year"

**Harry Schechter,  
Zenith Radio Corp. of N.Y.**

## **Denver**

"Dealer orders for 40th anniversary line exceed any previous showing by 21 percent. Dealers unanimous in proclaiming greatest ever."

**George Thompson,  
Western Appliance Corp.**

## **Cleveland**

"...dealer reaction greatest in our 23 year history as Zenith distributor. Sales up 59 percent on television, 48 percent on radio, and 172 percent on stereophonic high fidelity"

**Leroy Gustafson,  
Arnold Wholesale Corp.**

## **Dallas**

"...just experienced greatest dealer showing of anniversary line in our 20 years as Zenith distributor. Sales up 21 percent over last year"

**Gene Willett,  
Radio City Distributing Co.**

## **Chicago**

"Congratulations on Zenith's 40th anniversary line. Best in history. 1958 June dealer sales 100% over big June 1957. Best regards"

**Bob Wallace,  
Zenith Radio Distr. Corp.**

## **Baltimore**

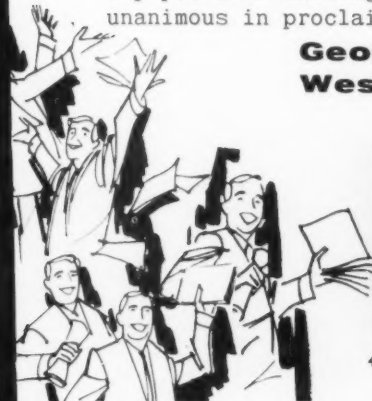
"Most successful dealer showing our company ever had. 1959 Zenith line received by dealers with great enthusiasm. Orders increased 42 percent over last year"

**Cal J. Zamoiski, Jr.,  
The Jos. M. Zamoiski Co.**

## **Jacksonville**

"1959 dealer show greatest in our history. Breaking all records. First six months shows 53 percent increase over last year"

**F. M. Bultman,  
Cain & Bultman, Inc.**



# ZENITH

THE QUALITY GOES IN BEFORE THE NAME GOES ON

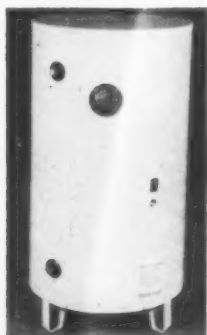


40 years of leadership in Radionics exclusively. Makers of Radios, Television, High Fidelity Instruments and Fine Hearing Aids.

ZENITH RADIO CORPORATION • CHICAGO 39 ILLINOIS



## new products



Mor-Flo "Utility" Water Heater

### Mor-Flo Water Heaters

Mor-Flo "utility" automatic water heaters, (R-6, R-12, R-20, R-220, R-330) available in 6, 10, 20 and 30 gal. capacities, using 1000 watts and 1500 watts, the first three operate on 115 volts, the latter two on 230 volts; are suitable for trailers, tourists, lunch rooms, apartments, roadstands; small beauty or barber shops, dairy barns, service station wash rooms, summer cottages etc.

Easy to install—heavy-duty lifetime band elements furnish full wattage for quick recovery; heavy duty, snap action thermostat; Fiberglas insulation; baked enamel finish; round design.

Gas models also available in deluxe and standard models with 50 and 65 gal. capacity. Mor-Flo Heater Corp., 2176 E. 76th St., Cleveland 3, Ohio.



Chambers undercounter dishwasher

### Chambers Dishwasher

Feature of this undercounter automatic dishwasher is a heating element that super-heats water for washing and sterilizing also heats air during dry cycle to approximately 200 degs. F.

"Forget-me-not" feature makes it possible to add dishes at any time without re-starting cycle; entire rinse-wash-dry cycle takes 34-min., consumes 6.3 gal. hot water; "swirl-and-spray" action whirls

water across dishes at rate of 1620 gal. per cycle; dries with door closed; steam condensed on inside walls drains away.

Dishwasher is 24 in. wide; can be installed under any standard countertop available in gravity, CDG-10, or pump, CDP-11 models; silver satin chrome, copperluxe, antique copper, or white prime coat for additional finishing. Chambers Built-Ins Inc., 2012 N. Harlem Ave., Chicago 35, Ill.

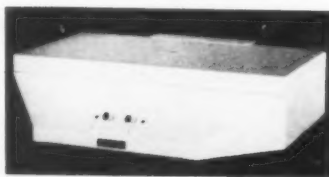


Mirro-Matic percolator No. 109M

### Mirro-Matic Percolator

Mirro-Matic's 9-cup percolator features accurate fingertip flavor control; provides choice of mild, medium or strong coffee; stops perking automatically at exact flavor-point of preference; signal light comes on to tell when coffee is done; low-heat element keeps coffee serving-hot for hours; chrome finish; removable screw-thread glass top locks securely.

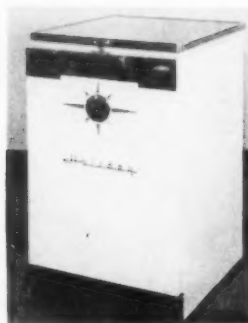
Price, \$19.95. Mirror Aluminum Co., Manitowoc, Wis.



Swanson Statesman range hood

### Swanson Range Hood

Swanson's new range hood, Statesman, vents directly out back and through the wall, eliminating vent pipes and saving cupboard space; available in white enamel, coppertone stainless steel, antique copper, wrought iron black, yellow, pink or turquoise in 7 sizes from 24 to 48 in.; other features include built-in pushbutton switches; indirect, enclosed light that operates independent of fan; quiet fan unit that ventilates cooking area without exhausting heat; 45 deg. mitered corners; snap-out aluminum filters. Swanson Mfg. Co., 607 S. Washington St., Owosso, Mich.



Holiday portable dishwasher

### Holiday Dishwasher

Washing mechanism consists of heavy duty 1/4 h.p. motor driving heavy-duty pump that forces constant flow of water through radial arms that rotate at 3 rpm; uses less than 6 gal. water in entire 39-min. cycle; operating cycle is started by closing cover, consists of a 10-min. wash, two 4-min. rinses; fill and drain time allowed for as well as 15-min. dry cycle; drain pump is actuated by timer cycle.

A 750-watt Calrod element adds heat during entire operation, keeping water hot, maintaining high wash-rinse temperatures, also provides Calrod heated aid which circulates throughout dishwasher for drying.

Entire operation automatically controlled and adjustable—any part of cycle may be skipped or repeated; control dial in Sunburst motif indicates phase of cycle at all times.

Vinyl plastic trays designed for flexibility of use; filter system at bottom of sump filters out fine particles from rinse and wash water and automatically flushes down drain.

A 3-pronged plug and special adapter provided for any standard outlet; automatically grounds dishwasher during use. Water and drain connections made by means of 2 hoses, approximately 60-in. long; a 1-piece coupler provides quick connection to faucet spout—special adapter for all type faucets. Midwest Structural Inc., 391 Topping St., St. Paul 3, Minn.



Skuttle Atmo-Dry Dehumidifier

### Skuttle Dehumidifier

A new Skuttle portable dehumidifier on wheels removes 2 to 3-gal.

water from atmosphere every 24-hrs; removable, easily emptied rust-proof drawer; or permanent drain can be installed; Minneapolis-Honeywell automatic humidity control may also be used to automatically turn unit on-or-off at a preset desired dryness.

Skuttle Equipment Corp., 13 S. La Salle St., Chicago 3, Ill.



Magic-Maid automatic cooking set

### Magic Maid Cooking Set

These automatic electric cooking sets are fully immersible and are available in two sizes: the "Home-maker No. 831/9 starter set contains a No. 9 automatic cook-control, a No. 838 3-qt. sauce pan with vented cover and a No. 810-10 10 1/2 in. skillet with cover. The family size, No. 862/9 starter set contains a No. 9 cook-control, a No. 8610 6 qt. Dutch oven with vented cover and a No. 812-12 12 1/2 in. skillet with cover; sets are packed in a re-shipping carton. Also available is a No. 500 12 x 21-in. griddle. Son-Chief Electric Inc., Winsted, Connecticut.



"Kool-A-Bout" portable cooler

### Kool-A-Bout Cooler

Refrigerates, freshens, dehumidifies, circulates air; gives cooling efficiency equal to two 1/4 h.p. conditioners, according to the manufacturers. Plugs into any outlet; mounted on 4 ball bearing rubber casters; has brown furniture styled exterior finish; thermostat and a 5-pushbutton control in concealed box on side controls cooling; for water circulation a specially designed snap-on, snap-off hose kit plugs into nearby tap; automatic water valve regulates water flow to a minimum; 4-position air discharge grill directs air flow; 2-speeds; washable filter. Whitehall Engineering Co., 1630 S. Michigan Ave., Chicago, Ill.



# Whirlpool DEALERS

ARE THE ONLY ONES WHO CAN SELL...



# GAS

REFRIGERATORS...

## WITH THE ONLY, FULLY AUTOMATIC ICE MAKER

... no other refrigerator-freezer line has this great feature ... cubes are ejected into a handy storage bin ready for instant use, then the Icemagic<sup>®</sup> refills and freezes more, all automatically ... it completely eliminates messy ice tray filling and emptying ... and, no other refrigerator has permanently silent operation and longer-life dependability!



**Listen . . .** it's so quiet you can't even hear a hum. And, it's permanently silent because a gas flame does the work.



**10-Year Warranty** on gas refrigeration unit is another indication of long-life, dependable operation.

**NOTHING ELSE LIKE IT . . . YOU GET A WIDE-OPEN OPPORTUNITY TO SELL AN EXCLUSIVE PRODUCT . . . SEE YOUR RCA WHIRLPOOL DISTRIBUTOR**

RCA WHIRLPOOL Home Appliances . . . Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

**Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



# IT'S HERE—"GBE"—GIVE

## GIANT "ADVERTACULAR" IN THE SATURDAY EVENING POST WILL LAUNCH BIGGEST CHRISTMAS PROMOTION

### A Bold New Industry-Wide Program to Help You Build Sales of Electric Gift Items This Christmas!

On November 15, the biggest full-color, industry-wide advertisement ever placed in The Saturday Evening Post will launch "Give Better Electrically"—a record-breaking promotion to help you boost your sales of electric gift items this Christmas.

This unique 4-color "advertacular" is a full spread with a multi-page, "Dutch-door" insert featuring electric products of leading manufacturers—the products *you* carry.

Utilities, manufacturers and distributors are coordinating their efforts under the "Give Better Electrically" banner to put new life and bigger profits into your Christmas sales.

No matter what brands you sell, you'll be able to tie in directly with the big "advertacular" in your own advertising, mailings and in-store displays. Then you'll be able to capitalize on powerful network and regional advertising in magazines, newspapers and on TV—all being built around the "Give Better Electrically" theme.

Never before has there been anything to match the merchandising power of "Give Better Electrically." Make sure that you're a part of "GBE" when the action starts this fall!

### LATEST "GBE" NEWS!

**Industry planning full-scale "Give Better Electrically" tie-in . . . ad reprints, easy-to-use sales aids available!**

Manufacturers, distributors, utilities have been working since March to rally their promotional forces around "Give Better Electrically" to make Christmas '58 a time to remember for bigger sales . . . **Community events, newspaper supplements** and a host of other exciting merchandising activities are being planned to boost sales in every market area.

Up to press time, 30 utilities have ordered over **200,000 special booklet reprints** of the SEP "advertacular" for distribution to your customers, plus **2,500 dealer identification kits**. And they're yours for the asking!

Manufacturers will adapt "advertacular" for **display materials, gift catalogs and ad mats**.

Local electric utilities will have available a complete Christmas display kit using the "Give Better Electrically" theme, prepared by Edison Electric Institute . . . **Graybar Electric** will offer its dealers a 12-page "Give Better Electrically" consumer tabloid . . . **NARDA, NRHA, Jewelry Council** and other industry associations are also planning tie-in activities . . . Distributors and utilities in every part of the country are now mapping out local "Give Better Electrically" merchandising events.

**These leading electrical manufacturers feature their products in the Give Better Electrically "advertacular":**

OSTER • NORELCO • TOASTMASTER • WESTINGHOUSE  
UNIVERSAL • WESTCLOX • WARING • REMINGTON ARMS  
GENERAL ELECTRIC • KNAPP-MONARCH  
SILEX • RCA-WHIRLPOOL • SINGER  
and the YELLOW PAGES of your telephone directory



## CALL YOUR DISTRIBUTOR OR ELECTRIC UTILITY TODAY AND GET

# BETTER ELECTRICALLY!

## How well are you doing your Christmas Stock-ing?

How many of these electric appliances are you giving?

- blender
- clock
- coffee-maker
- corn popper
- fry pan
- room heater
- iron
- knife and scissors sharpener
- mixer
- toaster
- sewing machine
- shaver
- sunlamp
- table-top oven
- toaster
- waffle grill
- drill

(CHECK THE "GIVE BETTER ELECTRICALLY" SCALE AND SEE HOW YOU RATE!)

**You're green as a Christmas tree!**

You're just not in the know. "Well," old hat! about Christmas stock-ing... you haven't yet learned it's smart... and easy... to give better electrically!

**You're an angel without wings!**

You're not all the way off the ground yet. But watch your wings get longer and longer... as your electrical list for giving gets longer, too!

**You're welcome as mistletoe!**

Nobody's going to avoid you if he's on help! You're on the Christmas list... but give even more and you'll give even better electrically!

**You're Santa Claus... in person!**

You can climb into anyone's chimney this Christmas! Your list will be electrically... and everyone on your list will be better electrically!



### WARNING

Provides a completely portable electric bar center for the whole family... mixes hot or cold drinks and soups... makes milk shakes, fruit drinks, soups, sauces, and saucers... has 24-ounce capacity... cleans itself in 10 seconds... the handsome pouring container comes in five beautiful, demure colors.



### NORELCO ROTARY ACTION SPEEDSHAVERS

Completely new... contoured skin-smoother rim holds whiskers erect for rotary blades to stroke off... blades are self-sharpening... push-button, flip-top shaver head provides fast, easy cleaning... permanently lubricated motor runs cool and quiet... two-tone shaver has matching travel case... AC/DC.



### WHEN YOU GIVE THESE!

#### LADY NORELCO DE LUXE ELECTRIC RAZOR

For "powder-puff" feminine grooming... not a sharp edge anywhere... rounded surface fits contours of underarms and legs... doesn't dig in, scrape, or irritate delicate skin... twin rotary blades and new, quieter AC/DC motor for speed and comfort... luxurious travel case... also new Norelco Debutante model.



#### REMINGTON DE LUXE 1/2" ELECTRIC DRILL MODEL 1480L

Unmatched power... delivers up to 1 1/2 horsepower... more work without stalling or overheating... elegant triple-line styling... copper plated gear case, black trim and trigger... permanently ground housing... has precision ground chuck with key and 3-conductor cord with adapter.



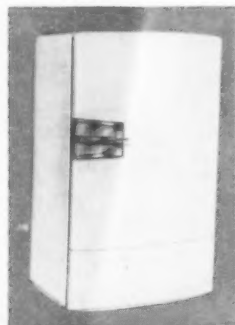
"Give Better Electrically" is another exciting sales opportunity that has been created by the industry-wide Live Better Electrically program.

## IN ON THE GIANT "GIVE BETTER ELECTRICALLY" PROMOTION

ELECTRICAL MERCHANDISING—AUGUST, 1958



## new products



Nor-Lake D-16 Freezer

### Nor-Lake Freezers

Nor-Lake home freezers D-16 and D-20 feature improved efficiency and streamlined cabinets; revised shelf paneling and a new type round breaker strip (band surrounding door to prevent sweating) allows door shelving and food stored to fit farther into freezing compartment. D-16, holds 560 lbs. food; depth has been reduced from 28 to 24½ in., 68¼ in. high and 36 in. wide; blue and gold decorator panel sets off handle. Other features include copper tubing beneath each shelf; aluminum lining, Fiberglas insulation; hermetically sealed condensing unit; white baked enamel finish; battery-operated alarm signal sounds when inside temperature reaches 20 degs; automatic interior light.

D-20, 20-cu. ft. model has 700 lbs. capacity, same height and width as D-16, and 28 in. deep. A 30-cu. ft. model without new breaker strip, with 960 lbs. food capacity is also available. Nor-Lake, Inc., Second and Elm, Hudson, Wis.



King all-in-1 kitchen center

### King Kitchen Center

Designed to fit into small areas of kitchens, motels, playrooms or offices, this all-in-one space-saving kitchen-center has a 5-cu. ft. refrigerator that includes a freezer chest; full size sink; electric or gas table top range with 2 burners, and measures 30 in. wide, 36 in. high, and 23½ in. deep.

Stainless steel top, including sink (with aerator faucet), and backsplash; refrigerator finished in high baked deluxe synthetic enam-

el with porcelain appearance; inner door has 2 shelves for large bottles; refrigerator operates on a sealed mechanism.

In addition to above, King makes all-in-one kitchens measuring up to 48-in. wide which include complete stove (range and oven) some with porcelain enamel tops as well as stainless steel. King Refrigerator Corp., 76-02 Woodhaven Blvd., Glendale, L. I., N. Y.



Quaker Maid Dutch oven

### Quaker Maid Dutch Oven

Automatic and immersible this new Quaker Maid Dutch oven is available in 3- and 5-qt. sizes; Chromalox element; easy-to-read temperature control dial has "Heat Control" regulator from "warm" to 425 degs. F; thick cast aluminum; heat resistant handles; insulated heat-proof legs; sealed cast-in immersible unit.

Prices, 3-qt., HS-13, \$15.95; 5-qt., HS-15, \$17.95. International United Div., Quaker Industries, Silver Creek, N. Y.



Magic Hostess broiler No. 202A

### Magic Hostess Broiler

Magic Hostess combination smokeless broiler consists of an aluminum broiling rack, deep bottom drip-pan plus a spun aluminum broiler cover in which is housed a 660-watt, 115 volt element that plugs into any a.c.-d.c. outlet. Without broiler cover the aluminum smokeless broiler pan and rack can be used in any oven; with the cover it becomes an electric broiler; 11-in. diam. provides 91 sq. in. broiling space; complete with cordset. Magic Hostess Corp., Specialty Div., 36th & Bennington, Kansas City 20, Mo.



Schick "Whiskaway"

### Schick Shavers

A new Auto/Home "Power-shave" that works on 110-volt a.c. or d.c. or plugs into cigarette lighter receptacle of car, and a new Schick "Whiskaway" are announced by Schick, for the gift-buying season.

Auto/Home model has all the features of regular "Powershave" including a full contact shaving heat and built-in whisker guides; separate cords available for home and auto.

"Whiskaway" has a modern case texture in gray; features built-in whisker guides, super-honed shaving head and a.c.-d.c. rotary motor; morocco grain finish travel case with contrasting black base, holds shaver, cord and cleaning brush.

Prices, Auto/Home "Power-shave," \$33.50; regular "Power-shave," \$31.50; "Whiskaway," \$22.50; Varsity, also continued in line, \$17.50. Schick Inc., Lancaster, Penna.



Electrolux 3-brush polisher

### Electrolux Polisher

This 3-brush, 2-speed polisher has an automatic shut-off handle; finger-action wax dispenser; removable brushes that cover an area 14-in. wide, easy to change (pull out or snap back into place), and provide "floating balance"; ball-type sockets in which brushes set enable them to adjust to uneven floors; spacing of brushes eliminates possibility of leaving an unfinished gap in polished area—tips of brushes extend beyond edge so they can operate to edge of floor.

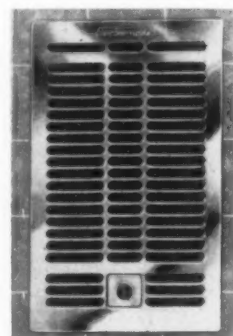
Starts and stops automatically by moving handle; may be used for wet scrubbing; equipped with 3-wire cord and grounding connector; slow speed, for scrubbing or

spreading liquid wax; high speed for burnishing, polishing or buffing; hi-lo switch on base.

Finger-action wax dispenser attachment makes it possible to apply right amount of liquid wax while polisher is in operation; dispenser remains on machine at all times.

A supplementary set of brushes designed to hold steel wool pads for cleaning, available optional.

Price: \$119.75, includes set of 3 polishing pads, 1-pt. Electrolux cleaning-polishing wax, special wax and all-purpose cleaner and wax stripper. Dispenser attachment optional at \$4.95; steel wool adapter brushes and 6 steel wool pads, optional at \$8.95. Electrolux Corp., 500 Fifth Ave., New York 36, N. Y.



Electromode wall-type heater

### Electromode Heater

New wall-type radiant heater for bathroom or small room has polished solid aluminum reflector designed to spread warm rays in all directions; modern design; flush type polished stainless steel grill; comes in automatic and manual models; adjustable mounting bars eliminate need for framing, and also serve to position heater for different wall construction—plaster or dry wall; mounting holds in flange and sides for existing construction. Electromode Div., Commercial Controls Corp., Rochester 32, N. Y.

### BRIEF

"Minute Mount", a new mounting device for room air conditioners, holds the conditioner securely in the window with only two screws. This pre-assembled 1-piece mounting frame makes it possible to remove the unit out of the mounting assembly for off-season storing. It is also suitable for renters. Designed especially so the home owner can install the unit himself, it is a special feature of the Mitchell "Slim'n-Low" Deluxe room air conditioner. The Mitchell Mfg. Co., 3200 W. Peterson Ave., Chicago, Ill.

## new products **RADIOS**



G-E AM-FM-T 135

### G-E 1958-59 Radios

Three table and 2 clock-radios highlight G-E's 1958-59 radio line.

Heading the table line is model T-135 AM-FM Musaphonic radio in antique white, with 7-tubes plus rectifier, 2 antennas, 6½ in. G-E Dynapower speaker, vernier tuning; continuous variable tone control; phono jack; sliding lever below tuning dial switches reception from AM to FM; special drift-compensated circuit on FM holds stations in tune.

Also new is Musaphonic radio in pink and white (T-130) wedgewood blue and white (T-131) or gray and white (T-132); featuring large 5 x 7 in. oval speaker, 2-position tone control, vernier tuning; 4-tubes plus rectifier and built-in antenna.

A third new table model in pink (T-125), beige (T-126) or antique white (T-127) has 4-tubes plus rectifier, push-pull on-off volume control, G-E Dynapower speaker and built-in antenna.

Top of clock-radio line is Snooz-



GE-C 440 clock radio

alarm and clock nite-light in white with blue and silver (C-440) or white with black and gold (C-441); control at top center provides illumination of clock face, also may be used as night light; appliance outlet, automatic wakeup and slumber switches for turning radio on-or-off automatically, vernier tuning, phono jack, lever-type controls for easy operation of clock; 4-tube radio plus rectifier, built-in antenna, Dynapower speaker.

Clock-radio C-435, antique white, has automatic wakeup switch, GE Dynapower speaker, built-in antenna; 4-tubes plus rectifier.

Carried over from 1957-58 are 3 series of dual speaker models—T-106 and 7; Musaphonics T-115-6; AM-FM Musaphonic T-120. Clock-radio carry over includes C-405-6; Snooz-Alarm models C-415, 6 and

7; Musaphonic Snooz-Alarms C-421-2.

Prices No. T-135, \$59.95; other table models \$29.95 and \$19.95; Clock-radio C-440, \$44.95; C-435, \$24.95. General Electric Co., Housewares and Radio Receiver Div., Bridgeport, Conn.



Admiral transistor pocket radio 801

### Admiral Transistor Radios

Admiral's pocket radio line consists of a 5- and an 8-transistor battery set that plays on cars, trains, planes, boats; features include printed circuits with components inserted by automation; new type built-in antenna with signal-pulling power that "reaches out" for distant stations.

Both sets are 5¾ in. long, 3¼ in. high and 1½ in. deep; combination carrying handle and stand that swings up for carrying, extends down for easel, folds to carry; clear-through cabinet color.

The 8-transistor model, (801, 2 and 8) has plug-in jack on side for earphone. Both models play up to 400 hrs. on batteries with 4 Mercury type cells, or 100 hrs. with 4 low-cost Penlite batteries; separate leakproof battery compartment protects chassis.

Model 581 5-transistor (ebony) and red (582). 8-transistor model in ebony (801), red, (802), turquoise (808).

Gift-pack optional for both models; leatherette carrying case and strap, earphone attachment, gold foil for personalizing case for 8-transistor set, \$13.25; leatherette carrying case and strap and gold foil for personalizing case for 5-transistor gift pack, \$5.75.

Prices, 5-transistor model, \$29.95; 8-transistor model, \$49.95 Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.

### BRIEF

RMS has introduced an all directional FM antenna in kit form. No. FX-4, Do-It-Yourself FM-tenna kit comes preassembled with complete accessories and instructions; contains 50-ft. 300 ohm lead-in wire, 5-ft antenna mast, 2 mast strap standoffs; 2 wood screw eye standoffs and a wall mount.

sad adventures of "OFFIE BRAND" the serviceman

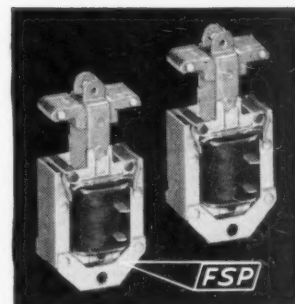


avoid costly service callbacks...

## ALWAYS USE F.S.P.

Factory Specification Parts always deliver the quality service you sell!

Precision made to exacting specifications for RCA WHIRLPOOL appliances, "FSP" parts fit right and work right so you can do a better job of servicing in one call. They'll help eliminate profit-eating, customer-irritating callbacks and protect your quality service reputation. Don't take chances on off brands, see your RCA WHIRLPOOL distributor or authorized parts jobber for genuine Factory Specification Parts designed for RCA WHIRLPOOL appliances.



THEY LOOK ALIKE... BUT ARE SO DIFFERENT!

The "FSP" solenoid has more wire turns to carry heavy loads, is impregnated with wax to seal out moisture. It will last up to 4 times as long as most off brand solenoids.

**FSP**

Factory Specification Parts for  
**RCA Whirlpool APPLIANCES**

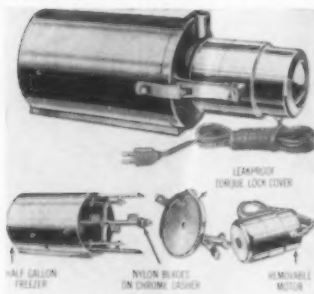
meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



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### REAL ICE CREAM

made the easy way in minutes for pennies in the

## KNIBB HOME ICE CREAM FREEZER

WHIPS - N - FREEZES

Fits into freezing compartment of refrigerator or home freezer. Refrigerator door closes over cord (9 ft.)—won't harm it. Automatic thermo cut-off switch stops motor when freeze-whipping is completed. Bright chrome finish. Removable 110 V. Motor. Leakproof cover. Removable nylon scraper-paddles. U.L. and C.S.A. approved. 5x12½ inches long. Recipe booklet included. **Retails \$34.95**

Viewed weekly by over 20 million people on ART LINKLETTER'S HOUSE PARTY JACK BAILEY'S QUEEN FOR A DAY

For Full Details Write

**KNIBB IND., INC.**  
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EMPLOYMENT: "BUSINESS"

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**EMPLOYMENT OPPORTUNITIES** \$22.71 per inch subject to agency commission.

**AN ADVERTISING INCH** is measured 1/4" vertically on a column—4 columns—48 inches.

**UNDISPLAYED**—\$2.70 a line, minimum 3 lines. To figure advance payment, count 3 average words as a line.

**DISCOUNT** of 10% if full payment is made in advance for 4 consecutive insertions.

**POSITION WANTED** undisplayed advertising rate is one-half of above rate, payable in advance.

**BOX NUMBERS**—Count as 1 line. September Issue Closes August 12th.

## Large French Factory Manufacturing Washing Machines

Is interested in securing license rights for all patents covering household appliances

Write to No. 1331

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—for you—the advertiser—and the publisher, if you mention this publication. Advertisers value highly this evidence of the publication you read. Satisfied advertisers enable the publishers to secure more advertisers and—more advertisers mean more information on more products or better service—more value—to YOU.

## new products STEREO AND RADIO



Capitol Deluxe stereo console 834

### Capitol Hi-Fi Phonos

Capitol's 1959 line of Capitol hi-fi phonos includes 11 phonos (7 portables and 4 consoles), and a hi-fi tape recorder with stereo reproduction.

**No. 820** has an electronically balanced amplifier; turnover cartridge; moisture-proof; 2 jeweled styli; permanent magnet 5-in. Alnico V speaker; separate tone and volume controls; easy-to-operate speed selector switch; plays all sizes and speeds; scuff-resistant, washable case in red, green or charcoal and white.

**No. 821** plays with lid open or closed; tone and volume controls outside case; plays up to 12 45 rpm records; scuff-resistant, washable case in same color combinations.

**No. 822** features two 4-in. extended range Alnico V speakers with permanent magnets; separate tone and volume controls; plays all sizes and speeds; leather-like, scuff-resistant case in tan.

**No. 824**, has a permanent magnet 5-in. speaker; tone and volume controls outside case; turns itself off after last record; automatic intermix changer; red or brown with white scuff-resistant case.

**No. 827**, 4-watt, pushpull amplifier with 3 tubes plus selenium, special feedback output circuit; turnover type hi-fi cartridge, moisture-proof, 2-jeweled styli; 6-in. speaker with mechanical tweeter; wired for stereo sound; jack for external amplifier speaker; separate bass, treble and volume controls; automatically turns off; automatic intermix plays all sizes and speeds; gray scuff-resistant, washable case.

**No. 828**, 4-watt, push-pull amplifier with 3 tubes and selenium; turnover hi-fi cartridge two 6-in. speakers; wired for stereo; jack for external amplifier-speaker; automatic shutoff, and intermix; driftwood brown with white case.

**No. 832** has 2 complete push-pull amplifiers for stereo or standard records; special feedback output circuits; 6 tubes plus silicon rectifier; stereo, hi-fi cartridge with diamond stylus; 6-in. heavy duty speaker with two 3½ in.

tweeters; single master control with bass, treble and volume; automatic turn off; deluxe automatic intermix 4-speed changer for stereo; plays all sizes and speeds of microgroove record—stereo and standard; suntan Barco leather case; matching extra speaker case.

**No. 833**, dual-channel hi-fi amplifier; stereo, hi-fi cartridge with diamond stylus; 8-in. speaker; two 4-in. tweeters; single master control panel; automatic turnoff; deluxe automatic intermix 4-speed changer; custom crafted cabinet in mahogany, limed oak or walnut; as model 2833 available with AM-FM radio with 9 tubes plus selenium rectifier; ferrite AM antenna; one control adjusts both amplifiers; control knobs for bass, treble, tuning, loudness/on-off; AM-FM-phono selection; matching speaker 1833 also available with record storage space.

**No. 834** has 2 amplifiers, stereo, hi-fi cartridge with diamond stylus; two 10-in. speakers and a 4-in. tweeter; input jack for tape recorder; switch for using speakers with external ratio, TV or tape recorder; single master control panel; automatic shut off; automatic intermix 4-speed changer; custom-crafted case in mahogany, limed oak or walnut; with AM-FM tuner built-in (as model 2834); tuner has 7-tubes plus selenium rectifier, automatic frequency control for FM high-gain ferrite AM antenna; matching extra speaker cabinet (1834) also available.

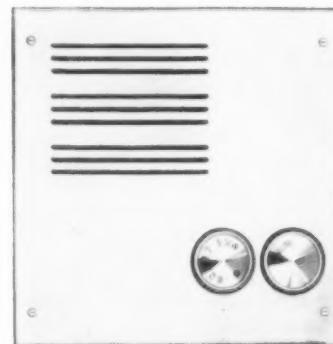
**No. 836**, has 2 amplifiers; diamond stylus cartridge; two 12-in. speakers with 2 5-in. tweeters; input jack for tape recorder; switch for using speakers with radio, TV or recorder; single master control panel; automatic intermix 4-speed changer; with AM-FM tuner built-in (2836) and matching extra speaker cabinet (1836).

**No. 838** has 2 amplifiers, two 12-in. speakers and two 5-in. tweeters; function selector switch on master control panel; input jack for tape recorder; automatic shut off; automatic intermix 4-speed changer; custom-crafted French Provincial fruitwood cabinet. With AM-FM tuner built-in (no. 2838), tuner has Armstrong FM circuitry, automatic frequency control; built-in antennae; 7-tubes plus selenium rectifier; faceplate to match phono control panel; tuner available separately as No. 854 with other instruments; matching extra speaker cabinet No. 1838 also available.

**No. 850**, hi-fi tape recorder with stereo reproduction has 2 separate portable cases each with on 5 x 7 in. speaker and a 3½ in. tweeter; cases fasten together when not in use; in-line stereo head plus erase head; 7½ and 3¾ ips speeds; wide-range metal cased microphone; two 7-in. reels; stereo balance and

hum adjustments; input jacks for radio-phonograph and microphone; monitor switch, pause button, rewind, record, stop, play, fast forward, volume and tone controls; brown and white speaker cases, matching main unit.

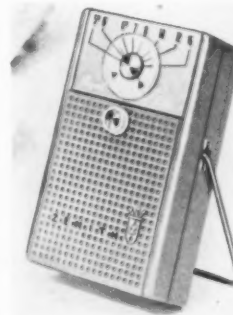
**Prices**, from \$29.95 for No. 820 to \$349.95 for No. 838. No. 850, recorder, \$249.95. **Capitol Records, Inc., The Capitol Tower, Hollywood and Vine, Hollywood 28, Calif.**



Acopian built-in radio

### Acopian Radio

**Designed for installation in** kitchens, dens, bathrooms, game rooms or bedrooms, the Acopian built-in radio features simple styling, 8½ x 8½ in. faceplate in stainless steel, copper, brass or 16 decorator colors; compact radio 2¾ in. deep is easy to install; full range reception provided by omni-directional antenna; printed circuit. **Acopian Technical Co., One Shimer Blvd., Phillipsburg, N. J.**



Zenith Royal 200

### Zenith Radio Line

**Featured receivers in Zenith radio line** are new AC-DC sets, AM clock-radios with tapered look cabinets.

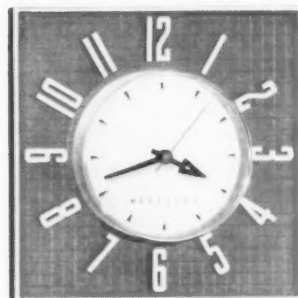
**Added to all-transistor travel-type radios**, are the Royal 200 and Royal 450 that weigh 1-lb. 11-oz. complete with penlite batteries.

**Royal 200**, comes in coral, green, cordovan and white; features large tuning knob; 3½ in. speaker; handle tilts up for carrying.

**Royal 450**, in burnt orange, frost white or ebony; vernier tuning; pick-up type top handle. **Zenith Radio Corp., 6001 W. Dickens, Chicago 39, Ill.**

# increase your SELLING OPPORTUNITY

with new **WESTCLOX**  
electric clocks!



**WALLMATE**—colorful, compact and priced to sell fast. Ideal for recreation room, kitchen, utility room or workshop. Roll set wheel; hidden cord feature. 6" square. Patterned plastic case in red (No. 1370), white (No. 1371) or turquoise (No. 1372).

**dealer cost \$3.10**

consumer price \$4.50



**MONITOR "8"** commercial clock—really thin, flush-mounted metal case. Current interruption signal.

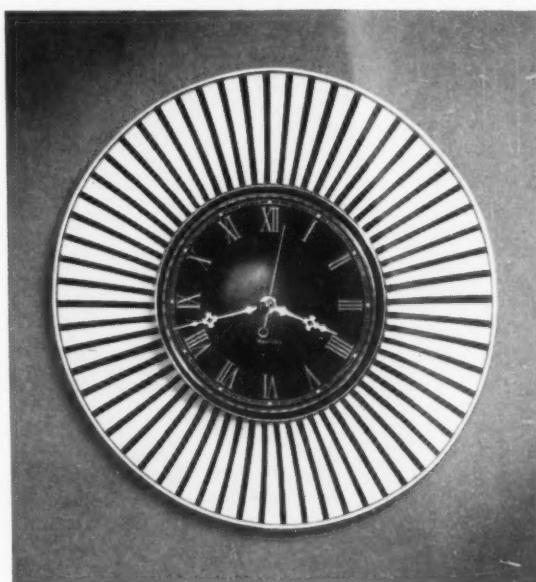
	Desert Tan (No. 1380)	Chrome (No. 1381) or Brass (No. 1382)
<b>dealer cost</b>	<b>\$7.55</b>	<b>\$8.81</b>
<b>consumer price</b>	<b>\$11.95</b>	<b>\$13.95</b>

**MONITOR "12"**—same as above in 12" case.

	Desert Tan (No. 1386)	Chrome (No. 1387)
<b>dealer cost</b>	<b>\$8.81</b>	<b>\$10.08</b>
<b>consumer price</b>	<b>\$13.95</b>	<b>\$15.95</b>

**MONITOR "10"**—square case. Desert Tan (No. 1384).

**dealer cost \$8.81**  
consumer price \$13.95



**ORBIT**—stunning new decorative wall clock. Highlights any modern or contemporary setting. Dial and spokes offer striking color contrast; solid brass rings. Raised gold color numerals. 12" diameter. White (No. 1440) or black (No. 1441).

**dealer cost \$8.18**

consumer price \$12.95



## FREE WALL CLOCK DISPLAY 811 ASSORTMENT—HANGS OR STANDS!

Complete electric wall clock department in one unit. 24" high, 30" wide. FREE cord concealing pegboard display with:

consumer price	consumer price
Orbit No. 1440, white..... \$12.95	Frolic No. 1287, yellow..... \$4.98
Frolic No. 1148, wrought iron.... 8.98	Glendale No. 1307, turquoise... 7.98
Snowflake No. 1203, charcoal... 5.95	Wallmate No. 1371, white..... 4.50
Spice No. 1164, copper..... 6.98	No. 1370, red..... 4.50

**dealer cost \$35.58\***

\*includes 5% quantity discount  
on 6 or more electric clocks.

**CASH IN** on the booming electric clock market! Add these dramatic new Westclox. Watch your sales (and profits) go up!

**FULL PROFIT**—Westclox protects you against "footballing" and ruinous price-cutting.

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Sell the line that has more, does more and makes more for you! Sell Westclox!

Prices are suggested retail or Fair Trade prices and subject to 10% Federal Excise Tax.

World's largest manufacturer of timepieces

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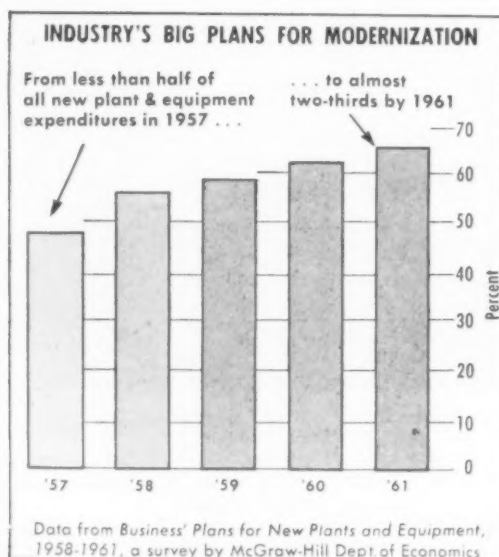
CORPORATION





# Modernize Now — For Growth and Profits

The biggest challenge facing American industry today is that of thoroughly modernizing its plant and equipment. This is the test period for companies to prepare for success — or failure — in the '60s. Success depends decisively on one key policy — modernization, for growth and profits.



The problem of business recession is fading. Sales and industrial production are moving up again, slowly. Business is swinging back into its normal course. This is growth, not retreat and recession. If the recovery takes us back to the normal growth trend, industrial production will be up 15% to 20% by 1960.

But how can we get this growth in production without the plague of price inflation that has blighted our economy in recent years? And, of fateful consequence for the individual business firm, how can it keep its costs down enough to make a decent profit — something a very large share of American companies are not doing today?

This is the new challenge that confronts business as the recession is left behind.

## Nature of the Challenge

The recent record on costs and productivity is not reassuring. Since 1947 wages in manufacturing have risen 68%, while output per manhour has gone up 32%. This is a dismal record for a nation that has prided itself on

gains in industrial efficiency. Clearly, if we are to avoid continuing inflation, labor must key its wage demands more closely to productivity increases. But clearly, also, we must do far better in raising output per manhour. Otherwise, industry cannot hope to offer stable prices, and still make a profit.

**What, then, is the answer? It is modernization of plant and equipment, the replacement of obsolete producing facilities with new and more efficient machinery and buildings.** Only in this way can industry hope to increase production, hold down costs and make a good profit showing in the years of growth that lie ahead.

### Industry's Answer

The chart on the preceding page shows how American industry is buckling down to the task of modernizing its facilities over the next four years. It is planning to replace old equipment with new machines that will raise output per worker not just 2% or 3% a year, but more like the 5% annual gain in productivity that this nation achieved in the years following World War I.

Since World War II we have had to contend with shortages of capacity and materials that have held back the job of raising productivity. But today the machines and techniques are available. And industry is getting set.

A broad sample of manufacturing companies surveyed by the McGraw-Hill Department of Economics earlier this year reported these plans: **In 1958, expenditures for modernization will rise to 56% of total investment in new facilities — compared to 48% in 1957. And this emphasis will increase until by 1961, expenditures for replacement and modernization account for two-thirds of all capital spending by manufacturing companies.** In dollar terms, manufacturers will spend more on modernization in each of the four years 1958-61 than in any previous year except 1957.

### Can It Be Done?

These are big plans. Can they be carried out? Is it too visionary to hope that after a decade of expansion, industry can now find the outlets for huge amounts of capital investment in the area of modernization? The answers are important to business and the nation, because on this new wave of modernization depends our hope of holding down costs and prices, and also the prosperity of the vital capital goods industries — generators of boom and bust in our economy.

**To ensure that industry gets the answers, McGraw-Hill's 34 business publications are now starting a coordinated effort — the largest editorial effort in the history of our company — to find, report and publish the opportunities for modernization at a profit, in the fields we serve.** These special reports will begin in late September and will run through November, with appropriate coverage for the specific needs of each field. We are proud to share with industry the responsibility for making sure that no opportunity is overlooked in the drive to modernize now for growth and profits.

*This message was prepared by the McGraw-Hill Department of Economics as the first step in our company-wide effort to report on opportunities for modernization in industry. The Department is also preparing a longer report, on modernization as a national problem, for publication in October.*

*Permission is freely extended to newspapers, groups or individuals to quote or reprint all parts of the present text.*

*Donald C. McGraw*  
PRESIDENT

McGRAW-HILL PUBLISHING COMPANY, INC.



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AUGUST 1958

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Best results in "carload" promotion were registered by dealers who sold right out of boxcars. G-E Appliances, which conceived the whole scheme, even provided signs for dealers to paste on windows of store, asking customers to "come down to the siding" to buy. Somewhat less dramatic results were compiled by dealers who did not have access to siding and who ran carload sale right in their stores.



## They've Been SELLING On The Railroad

In Alabama and northwest Florida a distributor dreams up a railroad promotion which has dealers ordering appliances by the carload and selling right out of the boxcars

**I**N Alabama and northwest Florida, key GE dealers struck back at the slump recently with considerable success. In a "Boxcar Bonus Sale" dreamed up at GEA's district office in Birmingham, retailers placed direct shipment orders, then sold laundry equipment, ranges, refrigerators, freezers and dishwashers right out of the Louisville & Nashville boxcars that brought them.

The activity coupled color (the freight cars) with specials in every category, and all-important reasons to buy. Thoroughly exploited in advertising were money-saving aspects of direct factory shipments, big-volume purchasing, boxcar-to-consumer economies in unloading, trucking, warehousing.

A suburban dealer in Fairfield, Ala., added a few imaginative touches (ran the sale around the clock, gave away 10 gallons of gas per purchase, had a store phone extension installed at trackside). He moved 25 pieces in the course of three cold, rainy sale days.

Rather than uncrate new pieces, he hauled store display stock down to the tracks and set it up there. Sales were delivered from the car in crates. The salesmen wore engineer outfits. After the Boxcar Bonus Sale, this dealer switched to a "Scratched and Dented Sale," continuing the freight car theme, and sold another eight pieces as a result.

All this was fairly typical of dealers in country locations: most of them sold at sidings, most had fair to good results. But in metropolitan locations, it was a somewhat different story.

Few city dealers used the siding bit, ran in-store "Carload Sales" instead. Results were generally less interesting (though one Birmingham dealer managed to sell 19 pieces from his store in the three days of his sale.)

Final score of the promotion: 79 direct shipment orders into Alabama and northwest Florida. Consensus: if not a cure for the local economic downswing, at least a starter. *End*



To put dealers in the mood to hear about its "boxcar bonus" sale, G-E Appliances rented diners from the L & N Railroad and put on sales meeting in an "authentic" atmosphere. Handling the pitch were sales manager Don Cooper and ad manager Lou Clark (left and right, respectively), in both pictures.





# editorial

LAURENCE WRAY Editor



## Back To Sanity In Housewares

When General Electric, Sunbeam, Toastmaster, Schick and a few other manufacturers abandoned Fair Trade last March, resale price maintenance became a dead issue in the electric housewares field. It was a cinch to predict an avalanche of almost indecent price slashing. It was almost as easy to predict that, when consumers were glutted and retailers broke, that some semblance of sanity would be restored. It was, Not, to be sure, at the pre-Fair Trade prices, but at reasonable enough levels to permit some profit.

Perhaps the virtual death of Fair Trade has had a sobering effect on the business, now that the hangover is disappearing. Maybe we learned that selling at a loss may hypo things temporarily, but when continued can only lead to disaster. Maybe we learned that it is better to let the other fellows get a sale once in a while, as long as we earn a few bucks on our own.

Manufacturers, certainly, have been inclined to take a new hard look at their electric housewares distribution policies. Dormeyer and Sunbeam, for instance, have decided that, if profits were to be restored to the business, more selective distribution would be required. They have been cutting down on unproductive units and giving a better shake to the productive ones. Westinghouse, which led the parade away from Fair Trade when it proved unworkable, found that their business settled down to normalcy—meaning a fair profit for the manufacturer, the distributor and the dealer.

But Fair Trade is still very much in the news. Once committee hearings are ended, a bill is to be introduced in Congress designed to make Fair Trade a federal, rather than a state policy. Its passage would be welcomed by thousands of small retailers.

The recent Atlantic City Housewares

Show was testimony to the vigor and spirit of the industry. Attendance records were broken, buying was surprisingly active and genuine optimism about business prospects flourished. Innovations and wholly new approaches to electric housewares product design and use were in evidence.

Let's remember that this is a business which has mushroomed post-war to well over \$1 billion a year and is expected to go to \$2 billion before long. People like the convenience and economy of electric housewares. We like to sell them. But let's stop giving them away.

## Put Away Those Crying Towels

Maybe we are starting to turn the corner. News has been trickling in from the field that makes encouraging reading. A dealer here and a dealer there reports a turn-up in sales and more confidence among his customers.

Factory shipments, retail sales and inventory declines seem to bear out some of this optimism. For instance, inventories, at all levels, for the first six months of 1958, compared to the same period a year ago, were down anywhere from 5 percent for TV to 30 percent for freezers; laundry equipment was down 13 percent, refrigerators 10, ranges 27 and room air conditioners 16 percent.

Factory shipments for five months show refrigerators off 22 percent, but May off only 13 percent; automatic washers were off 12 percent for the first five months, but showed a slight gain in May; dryers were off nearly 22 percent for five months, but up a healthy 28 percent in May. Dishwashers showed a 5 percent loss for five months, but a 23 percent increase in May; food waste units also gained. Only radio and television fail to show signs of a turn-around—the former was off 20 per-

cent for five months and 25 percent for May; the latter off 18 and 22 percent.

Similar encouraging figures—at least for white goods—show up in the reports on retail sales collected by utility companies appearing on page 22 of this issue under the heading "How's Business?" On the West Coast some dealers report that they expect their best year in 1958. Mid-western and southern retailers are also rubbing their hands and happily predicting lush fall business. Read "Regional Trends" in this issue and you get the inescapable impression that our particular recession may soon be over.

## Goodbye, Saturday

Remember when Saturday was the biggest shopping day in the week? Well, that's another family habit that's gone by the board. The National Retail Merchants Association reports that its department and specialty store members now do more volume on Mondays and Thursdays, when they stay open nights, than they do on Saturdays.

They also found that one-fourth of the stores ad lineage is placed in Sunday editions. But stores open on Thursday nights, place more ads in Wednesday afternoon and Thursday morning papers than in Sunday editions.

These people are pretty smart operators. The 475 stores reporting do an annual volume of \$4.4 billion. And if they have found that it is good business to cater to the convenience of their customers by staying open nights, it would seem obvious that appliance-radio-TV dealers should cash in on the trend and do likewise—especially those nights the department stores pick.

Changes in shopping habits—whether to shopping centers and supermarkets, to "one-stop" shopping, or to night-time shopping—mean that customers gravitate to stores that make buying convenient for them. Its about time we followed suit.



Want to bet? If you realize that the drum is the heart of *any* clothes dryer, and you have a hunch some *other* dryer is stout-hearted as a Hamilton—just try this. Take a foot-long piece of heavy, forged chain, toss it in the drum (*you can hurl it into a Hamilton, harmlessly*). Turn the dryer on. This makes a devilish racket, and is apt to gather a crowd on your sales floor. Let the chain clatter away, hours, days, weeks. Then you can open the door and *sell* the drum-durability story your customer can *see*—or can you? You can with a Hamilton; hundreds of dealers do. Don't want to bet? No need to with Hamilton.

# ***Hamilton***

*laundry equipment with the woman's touch*

NG  
AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

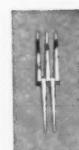


Only Kelvinator gives you a washing-superiority story that makes your selling job easier. **HERE'S WHY:**



## NEW '59 KELVINATORS

wash clothes  
cleaner, easier,  
safer . . .  
and save  
money, too!



**YOU CAN PROVE  
CUSTOMERS GET  
CLEANER, EASIER  
WASHING**

because of many Kelvinator exclusives...especially the "Magic Minute Dirt Loosener." The completely automatic pre-scrub ends the time-consuming, grubby job of hand scrubbing badly soiled clothes. It pre-scrubs the wash in double-rich suds for one minute, loosens all dirt, grease and grime before the regular washing starts.

And customers get Kelvinator's automatic lint filter that filters out unsightly specks of lint . . . new Overflow Rinse that carries suds and dirt over the top of the tub, never back through the clothes. Plus every convenience feature most women look for in a modern washer: such as speeds for every fabric, Wash-Weave Cycle, Rinse Additive Dispenser, Suds and Hot Water Saver, Wash and Rinse Water Temperature Selection.



**NEW SAFETY FOR ALL FABRICS** Yes, Kelvinator is *safest* because only Kelvinator washes with EnerJETic Action. A new kind of agitation that turns clothes over and over . . . while thousands of jet streams of cleansing suds penetrate every pore of the fabric. This extra-thorough, extra-gentle action gets out every bit of soil in dirtiest clothes, while it washes delicate fabrics in perfect safety.



**KELVINATOR OWNERS SAVE MONEY** because they will never have a \$50 to \$70 bill for replacing a worn-out or leaky gear drive mechanism in a Kelvinator. Why? Because Kelvinator's exclusive EnerJETic Action, unlike others, is built without gears. And every new Kelvinator, even lowest-priced models, has EnerJETic Action. And Kelvinator owners save money on soap and hot water, too.

**ONLY WHAT'S BEST FOR OUR DEALERS  
IS GOOD FOR**

# Kelvinator

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